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Visits welcomed

To the editor: BEV/PLAZ TIMES 1.3.84

The Beverly Hospital would like to acknowledge the efforts of numerous local organizations and individuals who visited our patients during the Christmas season. Holidays are always a difficult time to be hospitalized, and the thoughtfulness of visitors singing Christmas carols and extending seasonal wishes is most appreciated.

We extend our sincere gratitude to all who took time from their busy schedules to bring their holiday spirit and cheerfulness to our patients.

Robert R. Fanning, Jr.
President
Beverly Hospital

Hospital center to buy portable dialysis machines

GLOUCESTER TIMES 1.3.84

By SALLY O'MALEY
Times correspondent

ESSEX — The North Shore Regional Dialysis Center at Beverly Hospital soon will become one of the few centers across the country to have two portable dialysis systems.

The new systems will be funded nearly singlehandedly through the efforts of a dialysis patient, Don Ingraham Jr. of Danvers.

A dialysis patient for nearly eight years, since his kidneys failed when he was 25, Ingraham set out about six months ago to raise \$10,000 for a portable dialysis system. He has not only reached his goal, but surpassed it — funds will be available to purchase two portable units and pay for training in the use of equipment.

Dialysis machines do the kidney's work of cleansing impurities from the blood.

Many dialysis patients, like Ingraham, are unable to travel far from the dialysis center where they go regularly because required arrangements with other dialysis units are not always possible at the time and place needed for the life-saving process. The portable systems can help alleviate this problem for about 40 of the center's 100 patients.

The North Shore Regional Dialysis Center should have the units available for use in the near future ... Once the units are available, and the training complete, Ingraham and other patients will be able to achieve new freedom.

The portable system is called the Attache Case Kidney. The system is contained in a 13-by-18-by-6-inch case and weighs about 15 pounds. The system was approved by the U. S. Food and Drug Administration only one year ago.

Ingraham learned of the system from his social worker at the hospital and set out to raise the funds. He was confident that he could raise the money for one unit, but felt chances of getting two were

"tough". The fundraising, first begun through Ingraham's own personal friends and contacts, has snowballed. Staff and patients at the regional center have joined in, along with individual contributors, area businesses and service organizations.

Ingraham has raised more than \$10,000 to purchase one unit. A pancake breakfast held at the North Beverly McDonald's Restaurant raised \$2,100 toward the second unit, which has been coupled with large donations from the Beverly Rotary and Kiwanis clubs and the Mutual Insurance Company of New York. Ingraham stressed that 100 percent of every donation will be used toward the purchase and training for the units.

The North Shore Regional Dialysis Center, which treats several Essex people, should have the units available for use in the near future. Nurses will be trained so that the staff of the regional unit will be able to instruct patients and their families or other support people in the use of the new portable units.

Once the units are available, and the training complete, Ingraham and other patients will be able to achieve new freedom.

Anyone wishing to make a contribution to the project should contact Beverly Hospital.

Did Christmas fit your expectations?



If not, try our weight loss and exercise program on for size. sponsored by Beverly Hospital's

Nutrition & Fitness Center

- 8 week courses beginning soon
- adolescent and adult groups
- morning, after school and evening hours
- conducted by health professionals

Call 922-3000, Ext. 3438

NS WEEKLIES SEC. B 1.11.

Opening New Gallery....

Back in December of 1964 a nativity scene drawn by Armand Sindoni of Beverly was used on the cover of the North Shore Town Crier, printed in Marblehead and distributed in Beverly. Having come across the scene and wondering if the local man was still a working artist we located him at his studio in Gloucester. He resides in Beverly.

Although he is not yet a senior citizen, (he has five years to go), he was pleased to be included in this column. He is a self-taught artist and has been interested in art since a child. Right now he has a showing of his work at the Addison Gilbert and is opening a new gallery in Rocky Neck but will maintain his studio at Eastern Point road.

Sindoni's picture of the Schooner *Hannah* was on the Beverly area telephone directory cover in 1968 and his portrait of Dr. Richard Alt hangs in Beverly Hospital. His work includes portraits, landscapes, seascapes, murals in oils, pastels and water colors. He has maintained the Gloucester studio 16 years and previously one in Magnolia for 10 years.

* * *

NEWS 1.9.84

Babysitter training course

BEVERLY — A babysitter training course, for boys and girls aged 11 to 14, will be held at Beverly Hospital beginning Jan. 23.

The course will also meet Jan. 25 and 30, from 3 to 5 p.m.

Parental permission is required and there is a registration fee. For further information and registration, contact Nancy Cantley in the volunteer office at the hospital.

BEV/PEAB TIMES 1.10.

Hospital sale may be scrapped

MARBLEHEAD — Trustees and administrators of Mary Alley Hospital have done so well at reorganizing the facility that plans to sell or lease it may be abandoned. Several years ago, when the hospital was operating at a deficit, a number of programs were implemented which, combined with new state and federal regulations, helped to increase the hospital census. This year trustees expect to operate in the black and expect that the hospital will even make some money.

Since the hospital's finances have improved, five bid proposals to take it over have been made. The bidders so far are Beverly Hospital; AtlantiCare, operator of Lynn and Union Hospitals; the Community Care System of Boston; Salem Hospital; and the Adventist Health Group, North, a Chicago-based firm which has had a management contract with the hospital for the past two years.

New baby joins family for new year

It looks as if Constance and Michael Coleman, of 4 North Ridge Road, have the distinction of having the first baby born to an Ipswich couple in 1984.

As far as could be determined at press time, through checking with local hospitals, the Coleman baby — a boy — was the only one born up until noon yesterday. He was born Tuesday, Jan. 3, at 9:40 p.m. at Beverly Hospital.

The Colemans didn't expect to have a New Year's baby. "He was a little early," said Michael Coleman. The original time of birth had been predicted as late-January. The new-born was thus slightly premature and will be staying in an incubator in the hospital until the end of the week.

The baby's name is Eammon Jay, said his dad, explaining that Eammon is a Gaelic name, common in his family. Eammon was 5 pounds 14 ounces at birth, and was 12½ inches long. He already has a brother, Brett Austin, who is 8 years old.

Mother Constance Coleman is fine, but will also remain in the hospital through the week.

Mike Coleman, a bookkeeper with Ventron Corp. in Beverly, has been summering in Ipswich ever since he was a kid. He and his wife have lived at 4 North Ridge Road for the past 11 years.

1.5.84

Ips. CHRONICLE

BEV TIMES 1.9.84

Strictly for Seniors

By Hazel Davenport

Santa Resting....

Santa Claus has gone back to his 150 Bridge St. home after a most successful season, visiting children and families as he has been doing for the past 28 years. Better known in Beverly as Lester Stache, a 61-year-old former highway foreman for the city of Beverly, he has been a professional and volunteer Santa Claus since 1947 when a small boy said to him, "You'd be a nice looking Santa Claus, you've got the belly and everything for it."

He answered an ad in the paper for a Santa for Newberry's new store at the Northshore Shopping Center and was hired. Now he's more or less on his own wearing one of his two velvet suits (they're real expensive, you can't touch one for under \$300-\$400) and returning to homes he has visited over and over again for years.

"It's not just the children, a lot of grownups ask me to come and drop in at their dinner parties even though the children have grown up. They love Santa, it makes their evening complete," he recalled.

He has enjoyed it from the very start. "I like the children, I had some of my own . . . nine of them, six boys and three girls . . . Most of the money I earned those first years went for toys for my own kids. Some of them began to recognize me, but I told them I was a Santa's helper, getting names and they had better be good too.

"I really enjoy it. I especially like going to Beverly Hospital. They are nice to me there. And I go to the School for the Deaf and to retarded children. I never turn down anyone.

"I visited 21 homes this Christmas Eve. I even had a call from a father at midnight saying his child was sick and wanted to see Santa. I went and took presents from under the tree to give the child."

It's not always as easy as it looks, he explained. He had his

Hospitals vie to take over Marblehead hospital

By JOSEPH W. FENTON
Beverly city editor

BEV/PEAB
TIMES
1.10.84

BEVERLY — Beverly Hospital wants to take over running Marblehead's municipal hospital, a move that could eventually lead to the purchase or long-term rental of the 41-bed facility.

Beverly Hospital is one of five groups interested in managing the Mary Alley Hospital in Marblehead, the smallest hospital still operating in the state.

Beverly submitted its proposal Dec. 30 and joins Salem Hospital in expressing interest in the Marblehead institution.

Beverly Hospital officials see Mary Alley as valuable hospital space as it becomes affiliated with new health maintenance organizations, such as the Harvard Community Health Plan, which are now available on the North Shore or plan to begin operations in the area.

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community vital offi- tives. d in the numbers tenance

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Remarkable recovery

To the editor:

We would like to take this opportunity to say how much our family has appreciated all of the caring, concern and prayers shown to us during Kevin's accident and convalescence. We will never forget the support we received from so many thoughtful members of the Beverly community.

Thank you Dr. Paly, Dr. Arena and the staff at Beverly Hospital for bringing Kevin through a long and terrible night.

Thank you to all the staff members of the Intensive Care Unit and the Sears Ward for your kindness and your support.

Kevin has returned to his studies at Beverly High School and is well on his way to a remarkable recovery.

George and Gina McGurn
186 Bridge St.
Beverly

BEV/PEAB TIMES
1.10.84

BEV. TIMES 1.10.84



Beverly Hospital's Kidney Dialysis Center has received a \$14,000 donation for the General Electric Good Neighbor Fund. General Electric Lynn employees contribute to the independent fund which gives to a wide range of charitable activities.

Eaton the Druggist is expected to open a pharmacy on the first floor of the Parkhurst Medical Building at Beverly Hospital next month, pending approval of an application to run another facility.

A program for women's health services will start Tuesdays next month at the Beverly Hospital Outpatient Department. Services will be provided by a nurse-midwife under the supervision of an obstetrician and gynecologist and family

id facility eyed

Alley would permit use of the facility by subscribers to the plan who live in the Marblehead-Swampscott-Salem area without putting increased strains on Beverly's Herrick Street facilities.

Good also stressed that as health maintenance organizations grow and Beverly affiliates with them, it will need more room.

"We may have the need for additional beds," he said, adding Beverly sees Mary Alley as "another facility for providing beds to patients."

While Marblehead officials are looking at selling or leasing their hospital, Good said any purchase by Beverly is "in limbo" and is not on "the agenda at this time," although he didn't rule it out as a possibility.

Management of Mary Alley, Good continued, would also broaden Beverly Hospital's base of services.

Any sale of the Mary Alley facilities would not take place immediately. A sale will have to be approved by the Marblehead Town Meeting, and the sale of municipal property for operation by a private group would require special legislative approval.

SALEM NEWS 1.10.89

Eaton's may open branch at hospital

BEVERLY — The Salem-based Eaton, the Druggist pharmacy is expected to open a branch store in the Parkhurst Medical Building at Beverly Hospital, if the state approves a license request scheduled for review this week.

Donald Blodgett, president of Eaton's, said this is the first such hospital-pharmacy relationship he knows of in the area and believes it may be a first in the state.

Blodgett had no other comment pending state approval.

According to hospital officials, the pharmacy will lease a 750-square foot area in the renovated and expanded Parkhurst Building and may open as early as next month.

Community Relations

Director John L. Good said the pharmacy will be an independent tenant in the building, with no other connections to the hospital.

He said Eaton's was chosen after review of several proposals submitted by many pharmacies wishing to lease the area. "We received proposals from a number of pharmacies and that (Eaton's) was the most reasonable for us," Good said.

He said the hospital is providing rental space to its pharmacy as a service to its patients and those of doctors in the Parkhurst Building, and for hospital employees.

Good said if all goes well with the rental, it is expected to be a long-term agreement.



Babysitter training course

Beverly Hospital will offer a babysitter training course for boys and girls aged 11-14 years old. The course will begin Jan. 23 at 3 p.m. and the class will meet for three classes Jan. 25, 30 and Feb. 1 from 3 to 5 p.m. at the hospital.

Parental permission is necessary and a fee of \$5 is required to cover the expense of the program.

Child development, diapering, accident prevention, first aid, police and fire safety are just a few of the topics to be covered.

For further information, contact Nancy Cantley in the volunteer office by calling 922-3000, ext. 2307.

Charles Wolcott of Larch Row, Wenham, has the honor of being the first baby born at the Beverly Hospital in 1984.

The first child of Charles and Elizabeth Wolcott, the baby was born at 9:55 p.m. on Jan. 1. And he was due on Jan. 1!

"Everything's fine," said his dad. "We're very happy."

H-W CHRONICLE 1.11.84

help

NS WEEKLIES
SEE B 1.11.84

BEVERLY HOSPITAL, 922-3000, offers a number of on-going community service and health programs. Call the Hospital for information. ALZHEIMER'S SUPPORT GROUP, ext. 2710. LIFELINE, ext. 2845. MALE CLINIC, ext. 2740. NORTH SHORE BIRTH CENTER, ext. 3010 to pre-register. PARENT'S CLASSES, ext. 2200. PEDIATRIC PUPPET SHOW, ext. 2180. SPORTS MEDICINE CLINIC, ext. 2740. WEIGHT LOSS/EXERCISE PROGRAM, ext. 3438.



Steven McGilvary photo

Dorothy Kitfield and friend.

Furry friends make her life very Bear-able

By STEVEN MCGILVARY
Times staff

1.12.84

BEVERLY — Dorothy Kitfield shares her apartment with more than 130 furry, adorable teddy bears, each one helping her to spread happiness to the sick children at Beverly Hospital.

The Conant Street resident began collecting teddy bears as a hobby two years ago while doing some after-Christmas shopping with a friend. She was passing through the toy section of a department store when she saw her first teddy bear, a mother bear nestled between two smaller ones. It was love at first sight.

"The bear appeared as though she was looking for someone to take her home," Mrs. Kitfield said. "And that's what I did."

But when "Dewdrop" (the bear) was brought home, Mrs. Kitfield said she felt that something was terribly wrong.

"She wasn't right. She was missing the babies," Mrs. Kitfield said.

CRICKET
1.13.84

Babysitter Training Course

The Beverly Hospital will offer a Babysitter Training course for boys and girls aged 11-14 years old. The course will begin on January 23rd at 3 p.m., and the class will meet for three classes on January 25, 30, and February 1st, from 3-5 p.m. at the hospital.

Parental permission is necessary and a fee of \$5.00 is required to cover the expense of the program.

Child Development, Diapering, Accident Prevention, First Aid, Police and Fire Safety are just a few of the topics to be covered.

For further information, please contact Nancy Cantley in the Volunteer Office by calling 922-3000, extension 2307.

IPS. CHRONICLE 1.12.84

How to babysit

Beverly Hospital will offer a babysitter training course for boys and girls aged 11 to 14, beginning Jan. 25.

The classes will meet three times for two hours each session. For further information, call Nancy Cantley at the hospital, 922-3000, ext. 2307. There is a \$5 charge for the course.

News 1.16.84

Hospital policy

BEVERLY — Beverly Hospital has announced a change in its policy and will now prohibit balloons in any patient care areas of the hospital.

"In the interest of the safety of patients, any balloons which are delivered will be sent to the patients' home," according to a hospital press release.

Families and visitors of patients are asked to cooperate with this effort.

Blue Cross plans Peabody health facility

By JANET D'AGOSTINO
Times staff

BSV. TIMES 1.16.84

PEABODY — Blue Cross and Blue Shield will open a \$4 million health maintenance facility in the fall, a Blue Cross official said this morning.

The building will be located adjacent to the Essexbank at the Northshore Shopping Center and will serve three dozen cities and towns in Middlesex and Essex counties with approximately 37,000 people enrolled in the insurance plan. The health maintenance organization will employ about 150, said the official.

Blue Cross president David W. Frost and Jacob Getson, vice president of health programs development, will formally announce the plans for the facility tomorrow morning at Peabody City Hall.

The Peabody facility will be part of a statewide network of alternative health delivery systems offered by Blue Cross, said the official.

Interesting Speakers... TIMES 1.16.84

Miss Esther Herrick will be the next speaker at the library series, of the Monday Morning Cultural Society and will describe and show slides of France on Jan. 23.

On Jan. 30, Dr. James Brown of Topsfield, pathologist at Beverly Hospital, will have as his subject "Adventures in Nepal."

Dr. Brown was a member of a medical expedition sponsored by a mountain medicine education group in the fall of 1981. "I am interested not only in mountain climbing but in tropical medicine. Nepal is a third world country and we got to see rather primitive and limited resources in terms of the medical care we are used to.

"It didn't quite turn out the way it was planned for some of us, which will be obvious in the talk. It became an adventure with some unforeseen things that changed our plans. But it was still very fascinating," he explained.

Hea

Implants can help impote

By JANET D'AGOSTINO
Times staff

1.16.84

There are many different reasons for impotence, and most people can be treated successfully. But when the problem cannot be corrected so that a man can have a natural erection, penile implants may be the answer.

Penile prostheses are not a new idea, according to Dr. David Kauder, a urologist in Lynn. Fifty years ago, doctors tried implanting a section of a human rib in the penis to maintain an erection.

Today, silicone rods and inflatable devices enable a man with impotence who cannot be treated by other methods, to have intercourse again. The decision to use a penile prosthesis is only made after careful consideration.

"It is not a one visit thing," said Dr. Bryant Barnard, a Beverly urologist who runs a sexual dysfunction clinic at Beverly Hospital. "We work with patients quite a while. For most people it is a long process to find out what problem is causing the impotence."

At one time, it was thought that most impotence was caused by psychological conflict. But improved methods of testing have shown that isn't always the case, said Kauder, whose office is located at 496 Lynnfield St.

"It's probably significantly less than 50 percent," he said.

Arteriosclerosis (thickening of the walls of the arteries), diabetes, cancer therapy, spinal cord injuries, pelvic trauma, and neurological disorders are some other causes for the loss of an erection.

Impotence is defined as the inability to have an erection firm enough for vaginal penetration and sexual intercourse. An erection is caused by blood flowing into two sponge-like cavities in the penis. The blood cannot leave until a certain pressure is reached within the penis.

All men from the time they are fetuses in the uterus until they die have erections at night while they are sleeping. If impotence is caused by a physical problem, the man

"Erections are a macho thing. It's difficult for men to admit they have a problem . . . Men want a simple answer. They want a pill to correct the problem."

— Dr. David Kauder

will not have nighttime erections. If it is a psychological cause, he will continue to have erections at night.

"If we find the impotence is something that cannot be corrected, we'll talk to the patient about implant surgery," said Kauder.

The success of the implants, as well as with any kind of treatment of impotence, depends on the stability of a man's relationship with his wife, family or sexual partner.

"How good the prosthesis works depend on the partner," said Barnard. "I always ask and hope that the sexual partner will talk about the prosthesis before it is implanted."

Because erections are intertwined with the male ego, it is often difficult for a man to discuss impotence.

"Erections are a macho thing. It's difficult for men to admit they have a problem," said Kauder. "Men want a simple answer. They want a pill to correct the problem."

And the problem is a very common one, according to Kauder.

Considering the population base and the number of people being treated for impotence, "there have to be a lot of people who are not doing anything about their problem," said Kauder.

For men who do seek treatment and find they require an implant, there are different devices to choose from to achieve an erection. The most advanced and most expen-

sive penile implant is the first developed by a man in Texas. It consists of two cylinders that are placed within the body that normally fill with fluid are attached to a small pump placed in the scrotum, like a reservoir filled with fluid and x-ray material. The pump is placed behind the abdominal wall.

When a man wants to have an erection, he squeezes the pump and the penis fill with fluid. After intercourse, the fluid is released by a deflate valve.

While the inflatable device is the nearest thing to a natural erection, plus hospital costs, it is expensive. Some men, said Barnard, prefer the silicone flexible rods.

Silicone flexible rods are simpler to implant and still make intercourse possible without hospitalization, but the penis that is always firm.

Kauder and Barnard have several devices available and will discuss what they want.

The biggest threat to the success of a prosthesis is infection. If a prosthesis is removed, the natural erection the man had before was destroyed and the first implanted.

"It has risks as well as benefits," said Barnard. "It's a matter of how much a man and his partner want to have an erection."

Mechanical failure of the device, such as a disconnection of the pump, can be corrected. There is a five percent failure rate per year, he said.

Most insurance companies will not pay for the surgery on a physical basis, said Kauder, but they will also pay for the treatment of impotence.

"It is not cosmetic surgery," said Kauder. "It helps the physical well-being of the patient."

SALEM NEWS 1.17.84

Physicians added to hospital staff

BEVERLY — Five physicians have been appointed to the medical staff of Beverly Hospital after approval by the board of trustees.

The doctors are emergency physician Peter A. Bevins, pediatrician David J. Cunis, rheumatologist William Lloyd, family practitioner Andrew A. White and emergency physician Jonathan Wright.

Dr. Bevins is a graduate of Boston University Medical School and served his internship at Rhode Island Hospital. He completed residency in surgery at Stamford Hospital, Conn., where he served as chief

surgical resident during his final year.

Dr. Bevins was appointed to the Associate Staff, Department of Emergency and Outpatient Services, and is practicing in the Beverly Hospital emergency room.

Dr. Cunis received his medical degree from Dartmouth-Hitchcock Medical Center. He was appointed to the Associate Staff, Department of Pediatrics, and maintains his practice in Peabody.

Dr. Lloyd graduated from New York University School of Medicine. He completed internship at Metropolitan

Hospital, N.Y. and residency at the University of Connecticut Health Center Affiliated Hospitals.

He completed a rheumatology fellowship at Robert B. Brigham Hospital, Boston, and is board-certified in internal medicine and rheumatology. He was appointed to the Associate Staff, Department of Medicine, and has an office in Salem.

Dr. White, a graduate of the University of Michigan Medical School, served his internship and residency at medical University of South Carolina. He is board-certified in family practice. He was appointed to the Associate Staff, Department of Family Practice, and has joined Dr. Michael Edwards in his Peabody office.

Dr. Wright received his medical degree at the University of Kansas, Mo. He completed internship and residency at University of Kansas Medical Center and a fellowship in oncology and hematology at Boston City Hospital.

He is board-certified in internal medicine and was appointed to the Courtesy Staff, Department of Emergency and Outpatient Services. He is practicing at Cable Emergency Service of Beverly Hospital in Ipswich.

Five physicians join Beverly Hospital staff

BEV. TIMES
1.17.84

BEVERLY — Five physicians were recently appointed to the Beverly Hospital medical staff.

They are Peter A. Bevins, M.D., emergency physician; David J. Cunis, M.D., pediatrician; William Lloyd, M.D., rheumatologist; Andrew A. White, M.D., family practitioner; and Jonathan Wright, M.D., emergency physician.

Bevins is a graduate of Boston University Medical School and served internship at Rhode Island Hospital. He completed residency in surgery at Stamford Hospital, Conn., where he served as chief surgical resident during his final year.

Bevins was appointed to the associate staff, Department of Emergency and Outpatient Services and is practicing in the Beverly Hospital Emergency Room.

Cunis received his medical degree from the Dartmouth Medical School and served pediatric internship and residency at Dartmouth-Hitchcock Medical Center.

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ed internship at Metropolitan Hospital, N.Y. and residency at University of Connecticut Health Center Affiliated Hospitals.

Lloyd completed a rheumatology fellowship at Robert B. Brigham Hospital, Boston and is board-certified in internal medicine and rheumatology. He was appointed to the associate staff, Department of Medicine and has an office in Salem.

White, a graduate of the University of Michigan Medical School, served internship and residency at Medical University of South Carolina. He is board-certified in family practice.

White was appointed to the associate staff, Department of Family Practice and has joined Dr. Michael Edwards in his Peabody office.

Wright received his medical degree at University of Kansas, Mo. He completed internship and residency at University of Kansas Medical Center and a fellowship in oncology and hematology at Boston City Hospital.

Wright is board certified in internal medicine. He was appointed to the courtesy staff, Department of Emergency and Outpatient Services and is practicing at the Cable Emergency Service of Beverly Hospital in Ipswich.

Beverly



Dr. Roy Ruff, director of Beverly Hospital's Bioenergetics Laboratory, discusses results of lung capacity test with Fred Binford of Beverly.

Bioenergetic program helps shape up lungs

BEVERLY — While shoveling snow at his Beverly home last February, 43-

with hospitalization provided at area hospitals.

Officials say health maintenance centers cut down on unneeded hospital stays and put all health care under one roof.

Enrollment will begin this spring for the October opening of the Peabody center. The health maintenance organization option will be presented to employers to offer to their employees.

Edward Marakovitz, executive director of the North Shore Health Planning Council in Peabody, said in a telephone interview yesterday that the council has few misgivings about the influx of health maintenance organizations to the North Shore.

"At this point we're still very supportive of the development of HMOs on the North Shore," said Marakovitz. He said he expects the organizations to have a "healthy impact" on hospital costs.

The council, a private, non-profit board designated by the state and federal governments to plan and

Joseph White, 45, said he is pleased with the progress he had made in a six

"When it's all in place it means jobs, a tax base," he said. The city will be receiving full taxes on the Blue Cross facility. The Harvard Community Health Plan, a non-profit organization, will be negotiating an in-lieu-of-tax payment to the city.

Jacob Getson, vice president of Blue Cross/Blue Shield health programs planning, said the Peabody center will be the company's ninth health maintenance organization.

Patients will be referred to at least three different area hospitals, with Boston hospitals also available if needed, Getson said. He wouldn't specify which hospitals, saying final agreements are pending.

After Harvard Community Health Plan officials said most of their patients would be referred to Beverly Hospital, Torigian expressed his concern over what effect a large health center so close to J.B. Thomas Hospital will have on the municipal hospital's patient load.

in the North Shore, is also Beverly Hospital to build a t Street in Peabody.

health maintenance organi-
nounced later this month by
of Wellesley. The service,
doctors at the North Shore
anvers and at Comprehen-
verly, is expected to have
ore than 350 employers.

1 he was pleased that Pea-
point for health facilities on

Northshore Shopping Center and
along Route 114.
David Frost of Ipswich, presi-
dent of Blue Cross of Massachu-
setts, said the Peabody site was
chosen because of its "absolutely
perfect" location off Route 128,
echoing the statements of Harvard
Community Health Plan officials
at that company's groundbreaking
in October.

Blue Cross, page A3

The \$4 million, 43,000-square-foot
health maintenance facility at the
shopping center is expected to
serve 37,000 people from 37 com-
munities in Essex and Middlesex
counties.
Mayor Peter Torigian said he
expects the influx from the two
facilities, which will employ 325
people, to have a healthy "spinoff
effect" on area restaurants, stores
and gas stations, especially in the

Blue Cross/Blue Shield officials
delivering cost-efficient health
care.
Construction has already begun
on a \$4.5-million health mainte-
nance facility to be run by the
Harvard Community Health Plan.
That facility, planned to open in
July, is expected to have up to
30,000 subscribers.
The construction of a second ma-
for HMO, also adjacent to the
Northshore Shopping Center, was
formally announced yesterday by

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Balloons Disallowed

1.20.84

The Beverly Hospital has recently implemented a policy prohibiting balloons in any patient care areas.

In the interest of the safety of patients, any balloons which

are delivered will be sent to the patient's home.

Family and visitors of patients are asked to cooperate with this effort to assure a safe hospital environment.

PEAB. TIMES

1.12.84

The North Shore Health Planning Council (NSHPC) is sponsoring a public meeting to gather information on the accessibility of obstetrical and gynecological care to Medicaid recipients on the North Shore. The meeting will be held Wednesday, Jan. 25, at 7:30 p.m. at the Peabody District Courthouse, First Session Courtroom, Peabody Square. Child care will be provided.

The Board of Trustees of the health group has established an Ad-Hoc Medicaid Ob-Gyn Task Force to work with the Essex County Community Organization on a fact-finding effort and exploration of options for low-income people. The Essex County Community Organization is an advocacy group which has, for several months, been involved with the issue of accessibility of medical care to low income people.

The meeting Jan. 25 is intended to give doctors, hospital representatives and Medicaid recipients a chance to voice their concerns and give their advice.

The North Shore Health Planning Council is a community-based organization working to improve health care and control costs on the North Shore.

All denominations welcome.

BEVERLY HOSPITAL, 922-3000, offers a number of ongoing community service and health programs. Call the Hospital for information. ALZHEIMER'S SUPPORT GROUP, ext. 2710. LIFELINE, ext. 2845. MALE CLINIC, ext. 2740. NORTH SHORE BIRTH CENTER, ext. 3010 to pre-register. PARENT'S CLASSES, ext. 2200. PEDIATRIC PUPPET SHOW, ext. 2180. SPORTS MEDICINE CLINIC, ext. 2740. WEIGHT LOSS/EXERCISE PROGRAM, ext. 3438.

MOTHERHELP, to help new mothers in their new...

317-1733

1-18-84

towntalk

A babysitting training course for girls and boys aged 11-14 will be offered at the Beverly Hospital for four classes on Jan. 23, 25, 30, and Feb. 1, from 3-5 p.m. at the hospital.

Parental permission is required and a fee of \$5 will be charged to cover expenses.

Child development, diapering, accident prevention, first aid, police and fire safety are just a few of the topics to be covered. For further information call Nancy Cantley in the volunteer office at 922-3000, ext. 2307.

Meeting on health care

The North Shore Health Planning Council is sponsoring a public meeting to gather information on the accessibility of obstetrical and gynecological care to Medicaid recipients on the North Shore.

The meeting will be held on Wednesday, Jan. 25, at 7:30 p.m. at the Peabody District Courthouse (First Session Courtroom), 1 Lowell St., Peabody.

The meeting is intended as an opportunity for physicians, hospital representatives and Medicaid recipients to voice their concern and give their advice.

News 1/19/84

letters

Reader thanks firefighters

To the Editor:

To all concerned, a special thanks.

On behalf of my uncle, Robert Tucker, and his family, I would personally like to thank all involved with saving his home during the fire on Jan. 11.

I am very thankful I live in a town like Hamilton which has such a well-trained fire and police department. Thanks also to the Wenham and Essex fire departments for their help and assistance.

With the fire department being so well-trained, I credit them with saving his house

without it being a total loss. The police on the scene were terrific in assisting Uncle Bob and transporting him to the hospital.

I would also like to thank Mrs. Millie Davis, our neighbor, for all the help she was that day and every day.

A special thanks to Dr. Hugh Taylor of the Hamilton Family Practice Group for the immediate attention and care at Beverly Hospital after the fire.

Judy Tucker
19 Prospect St., Hamilton

Hospital clinic patches up hurting athletes

By STEVEN MCGILVARY
Times staff

BEVERLY — The outpatient clinic at Beverly Hospital has become a mecca for injured sportsmen — for good reason.

The clinic's specialty, according to director John W. Zimmer, M.D., is patching up broken down athletes and putting them back into the fun.

The weekly Sports Medicine Clinic opened last September to accommodate North Shore residents, who Zimmer described as "very athletically inclined."

"There are many high schools and colleges in this area with athletic programs," Zimmer said. "Sports medicine was a need the community had, but was going elsewhere for treatment. This clinic now provides service that wasn't being met."

Just 10 years ago, sports injuries were not a popular interest in orthopedics, according to Zimmer. But the past five years have seen people "starting sports activities much younger and going on much later in life," Zimmer said.

More devotion to recreational time and the knowledge to treat related injuries has made sports clinics popular and necessary, he said.

The tall, well-built physician's own track record unites sports and medicine for a winning combination.

Zimmer was a springboard diver and competitive swimmer in high school. After graduating from Wayne State University Medical School, he completed his residency with Dr. Robert Leach, chairman of Orthopedic Surgery at Boston University. Leach was a former team doctor for the Boston Celtics and is now the sports medical director for the 1984 Olympics in Los Angeles.

Zimmer, who's current sports interests are running and training for "mini tricathlons" (multi-sport) events, knows the physical and psychological

care sportsmen need, but often don't get. "Most athletic injuries have no socio-economic implications, but do have tremendous personal implications," he said.

Zimmer added that while people may not lose time from work because of a sports injury, they are often told by physicians to quit the sport.

"People now want to learn how they can alleviate the pain, avoid further injury and still continue to enjoy their sport," he said. "My motivation and interest is to return that athlete to his activity as soon and safe as possible."

Zimmer is aided at the clinic, available to both recreational and school athletes, by special equipment.

A bioenergetics lab "completely assesses an individual's current nutritional needs, levels of conditioning, and endurance levels," he said. "From this we can tailor programs to the athlete's demands."

Zimmer said the lab protects the "weekend warrior" who wants to begin sports activities, but doesn't know his capabilities.

Another procedure, arthroscopy, allows Zimmer to perform surgery on injured body joints through a small incision, reducing trauma. He described it as "the wave of the future" treatment for knees, shoulders, ankles, elbows, and hips.

A college basketball player, who recently underwent arthroscopy to remove torn cartilage from his knee, scored 20 points in a game just 10 days after the operation, Zimmer said. A conventional operation would have meant 6-12 weeks recuperation.

Patients entering the clinic with torn cartilage, the most common sports ailment, according to Zimmer, immediately begin a comprehensive recovery program.

After completing an athletic and medical history and a detailed physical examination, Zimmer will confer with the patient on treatment. If the injury is extensive, surgery is sched-



Dr. John Zimmer runs in the November American Heart Association in Boston.

uled for 7 a.m. the next morning.

After surgery, the patient is served lunch and goes home about 5 p.m. the same day. With therapy, the person may resume work and play within a couple of weeks. "And, of course, the hospital cost is remarkably reduced," Zimmer added.

The only thing the clinic lacks is "notoriety," Zimmer said. "People are not used to going outside Boston

(Cents. Sayings)

Progress reported in Alley hospital takeover interviews

MARBLEHEAD — The board of trustees of the Mary A. Alley Hospital has nearly completed interviews with the five groups offering proposals on the sale or management of the municipal hospital.

Hospital administrator Anthony J. Caico, said the trustees

have spoken to representatives of Salem Hospital, AtlanticCare (Lynn and Union), Community Care Inc., and most recently Beverly Hospital.

Caico has been trying to set up a meeting for the trustees with Adventist Health Systems, North, Inc., the company that is now managing the hospital.

Candy stripers' orientation

An orientation for new and returning candy stripers will be held at the Beverly Hospital Feb. 6, 8, 13 and 15 from 3-5 p.m.

Boys and girls wishing to become candy stripers or junior volunteers must be 14 years of age or older and attend all four sessions.

Training will be provided in hospital policies and procedures, patient relations, feeding and other aspects of volunteer responsibilities and opportunities.

For applications to the program, contact the Beverly Hospital Volunteer Office.

Stroke club

The Beverly/Danvers Easter Seal Stroke Club will hold its monthly meeting at the Beverly Hospital Lecture Hall Thursday, Feb. 2 at 1:30 p.m.

The guest speaker will be Deanna Morse, registered pharmacist, Eaton the Druggist, Inc. Her subject will be "Common Medications, Their Functions and Possible Side Effects." Refreshments and conversation will follow the program. Friend and relatives are welcome.

For transportation call Wings — 774-1739, Beverly Council on Aging — 927-7025, North Shore Transit Handi-Ride — 532-2727.

DANVERS — You can file this under the Paranoia Strikes Deep Dept.

Most people in public life — and we're talking about elected and appointed governmental officials here, not Hollywood celebrities — understand the role of the press. They may not always like it, but most of them fathom that the First Amendment was not included in the Constitution solely for literary flow.

Even Sen. Paul Tsongas, who has not always had the most rousing positive press, commended the Fourth Estate last week when he announced his plans not to seek re-election, saying that while its professional inquisitiveness is oft-times annoying, it is a perpetually essential part of the democratic process.

Perhaps Tsongas could give Hunt Hospital Administrator Richard Sherman a call and explain that to him.

Sherman reacted with his usual level of cooperation this week when contacted by a News reporter seeking public information concerning the operation of the hospital in the last year.

The reporter had called Town Hall seeking the information, and was told to call Sherman because he could surely provide the desired news.

Not quite.

Sherman refused to give the information out, instead referring the reporter back to Town Hall. "This is a witch hunt," he cried.

No, Mr. Sherman. It is hardly a witch hunt. As a municipally-run hospital, Hunt Memorial has a responsibility not only to provide quality medical care, but to provide it in as effective and efficient manner as possible.

The information requested would have given some indication if that is indeed the case. Sort of makes one wonder why Mr. Sherman was so bitterly opposed to cooperating, doesn't it?

Perhaps we should move the hospital administrator's office to Rebecca Nurse House.

BEV. TIMES

1.20.84

Just build Route 128 with yellow bricks. It would fit.

The road leads to the promised land — Northshore Shopping Center. And soon, many people will be taking it to shop for bandages and leg splints as well as clothes, shoes and ice cream.

The so-called Health Maintenance Organization (HMO) has been on the drawing boards for some years, but things are getting serious now. Blue Cross/Blue Shield announced this week plans to open a \$4 million HMO at the center. Nearby is a \$4.5 million HMO under construction by the Harvard Community Health Plan.

And near both is a three-story white structure housing dozens of physicians and dentists.

The two new centers, with more than 67,000 subscribers, will employ about 325. Based on preventive care, the HMOs can be expected to use strong marketing techniques. They'll be out to recruit patients or patients-in-waiting.

Meanwhile, administrators at traditional hospitals can be expected to continue their diversification into profit-making ventures and to engage in a bit of promotion of their own.

The HMO phenomenon is another indication of just how important the mall has become to American life. Fed by the automobile, the malls continue to add services and reasons for people to visit.

All of this should give the state even more incentive to improve highway access...with or without yellow bricks.

Health care group to open facility

BEV. TIMES 1.24.84

By JULIE HANAUER
Times staff

DANVERS — Health care on the North Shore may become less expensive and more convenient when MultiGroup, Inc. begins offering its health care facilities in March.

North Shore Comprehensive Care and MultiGroup signed an affiliation agreement yesterday that will make employer Health Maintenance Organization packages available through North Shore Comprehensive doctors and facilities.

MultiGroup is marketing its plan to employers now and services will be available March 1.

North Shore Comprehensive will provide both adult and pediatric care at 2 Orchard Lane, in Danvers, and at 550 Cabot St., in Beverly. Health Maintenance Organization (HMO) plans emphasize preventive care, early detection of illness, lifestyle control and less hospitalization.

MultiGroup HMO plans can only be arranged through employers of 25 or more and offer 9 to 10 percent lower

premium rates than regular health insurance, according to Michael Gerhardt, MultiGroup executive director.

All primary care must be obtained through MultiGroup physicians, but the only out of pocket cost to patients is a per visit charge. X-Ray equipment and laboratory facilities are on premises.

HMO plans seek to make health care more efficient by contracting with doctors already established in private group practices. The doctors continue with their private practices and staff are added as the patient load grows.

"The quality of care will be the same

Competing health services are seen as healthy trend

By JOHN CHRISTIE
Managing editor

BEVERLY — The North Shore is becoming "the Beirut of Massachusetts medicine," with a variety of new and competing health services, the head of one of those services said last night.

Thomas Pyle, president and chief executive officer of the Harvard Community Health Plan, said the array of new services may cause "chaos in the short run, but in the long run will mean better and less costly" medical care.

Pyle spoke at the annual meeting of Northeast Health System, Inc., the parent holding company of Beverly Hospital that was formed last February. The dinner and speech was held in the hospital's cafeteria, with about 100 board members and guests attending.

The Harvard plan is opening a facility to service its North Shore members in Peabody later this year. It will be the third Health Maintenance Organization (HMO) with a local facility. The others will be Blue Cross, with a HMO facility located next to the Harvard facility near the North Shore Shopping Center.

The third HMO was announced yesterday. MultiGroup Inc. will operate out

of facilities in Danvers and on Cabot Street in Beverly. (See related story, page D3.)

Along with the HMOs, a number of drop-in medical clinics and surgi-centers have either opened recently or are in the works.

Jokingly referring to the area as a war zone of competing medical services, Pyle added Beverly Hospital President Robert Fanning Jr. has become "the Swiss ambassador trying to administer to all."

Fanning and the hospital have arranged to have a mutually beneficial relation with the Harvard HMO, which will see the majority of Harvard's patients in need of hospitalization referred to Beverly Hospital. A similar arrangement has been made with MultiGroup and negotiations for collaboration are under way with Blue Cross.

Also yesterday, Fanning reported the hospital's expenses for last year went up only 1.9 percent, despite a new state law that restricts reimbursements, 6 percent inflation and a greater patient load.

Admissions in 1983 were 8,325 patients, up 53 from 1982, while the length of the average stay was down a half-day, to 8.42 days per patient.



Dr. Joel Shelkrot, president of the HMO; Frederick Kauders, chairman of the board, and Robert Fanning, hospital president.

The Salem News/Kirk Williamson

HMOs have promising future

A News staff report

BEVERLY — In the long run, the surge in health maintenance organizations, walk-in medical centers and the like will result in lower health-care costs and better quality of such service.

That's the view of Thomas Pyle, president of one such organization, who also takes a realistic look at the short-range effects of the explosion in such care. "In the near term," Pyle told those on hand for the annual meeting of Beverly Hospital corporators Monday night, "it will be chaos as these things get rearranged."

Beverly Hospital and Pyle's organization, the Harvard Community Health Plan, will have an affiliation in the health-care center HCHP will open on a site near the Essexbank building at the Northshore Shopping Center later this year.

Pyle said the recent boom in

alternative health services on the North Shore reflects the fact that organizations such as his "are intent on doing good... with a vengeance." He said the North Shore has become "the Beirut of mass medicine," and described Beverly Hospital President Robert Fanning, who has not shied away from involvement with any or all such organizations, as "sort of the Swiss ambassador."

Acknowledging that traditionalists in the health-care field have tended to look down their noses at HMOs, Pyle described operations such as HCHP as "just another kind of setting in which medicine can be practiced." That does not mean it is not good health care, he said. "Our commitment to high-quality personal medicine is no different than yours (at Beverly Hospital)."

Harvard Community Health

Plan, founded in 1969, now has 160,000 members, including those belonging to 1,800 employee groups and a fair number of individual members. The organization, in Pyle's words, is committed to good access to care, reasonable costs, continuity of care, quality, innovation and broad benefits. As an example of the latter, he pointed to HCHP's embracing of coverage for organ transplants.

Because of the explosion in health-care costs (Pyle noted that we as a nation now spend more on such care than on defense), much effort has been focused on controlling costs. Such approaches as regulation, incentives, imposed monopolies and self-pay plans have been tried, and in Pyle's view, proven ineffective for various reasons. Then there's market competition. Now you're talking, Pyle said. "That's what's

SALEM NEWS 1-24-84

To the Editor:

It is with great interest that I read the article on January 18 titled, "Competition Doesn't Worry Salem Hospital." In the article, Dr. Richard Curran, chief of the hospital medical staff, referred to privately owned walk-in medical centers as "fast-treatment stores." It is this terminology, and the implications it draws, with which I must take offense.

As the North Shore's leading walk-in medical center, MED-1 believes first and foremost in providing the highest quality, episodic medical care. We are not a "fast-treatment store," but rather a highly efficient, convenient and quality-minded medical provider. With an overall lower cost overhead base, we are able to provide that

Quality care

high-quality medical care at a lower cost to the consumer and third-party insurers.

References to walk-in medical centers, such as "doc-in-the-box," indicate a dramatic failure in understanding this concept of a new alternative in the delivery of quality medical care. Competition in health care should be at the expense of rising health-care costs and crowded waiting rooms and to the benefit of the general health care of the community at large.

We at MED-1 are proud to be able to be a leader in providing this service to the Greater

Salem and North Shore community. We will continue to strive to provide the highest-quality personal medical care without sacrificing convenience or low cost.

RICHARD C. BANE
President, MED-1
Salem



Medicaid patients turned away

By **JANET D'AGOSTINO**
Times staff

A pregnant Beverly woman became concerned last fall when her obstetrician said she would have to pay \$300 in cash for her prenatal visits because he was no longer accepting payment from Medicaid.

The woman said she called about 10 to 15 obstetricians in the area and found no one who would accept Medicaid.

"I was so nervous and upset," the woman said.

Fortunately, the doctor changed his mind and told her he would accept Medicaid but only because she lived in Beverly where he had his office.

Her experience illustrates problems faced by many women on the North Shore, where almost every obstetrician and gynecologist has chosen not to renew their contracts with Medicaid.

According to the state Department of Public Welfare, no ob/gyn accepts Medicaid in the Beverly area, and only one does in the Salem area.

The problem will be examined tonight by the North Shore Health Planning Council during a hearing at Peabody District Court.

The physicians' rejection of Medicaid is a protest against the program, which provides medical care to people who can't afford it by reimbursing doctors for office visits and surgery. The program is jointly financed by the state and federal governments.

The biggest gripes physicians have are low reimbursement rates, reams of paperwork and time-consuming audits.

Medicaid, page A9

...stone said her department has no control over the rates, which are determined by the state commission.

"Over the years, the failure to increase fees has been a big problem; it's become a problem of economics," said Wadman. "Some physicians have opted out and most will tell you their offices will run more smoothly."

Members of the Essex County Community Organization claim physicians' refusal to accept Medicaid endangers the health of pregnant women and their babies.

"A person who is on Medicaid should not be made to suffer because of Medicaid policies," said Kathy Hall, president of the citizens' organization. "People have

TIMES 1-25-84

Hospitals face adjustments

BEVERLY — Robert Fanning, president of Beverly Hospital, likens hospitals to urban department stores which face competition from chain stores in suburban malls, discount houses, direct mail and boutiques.

In a report presented during the annual meeting of Beverly Hospital corporators earlier this week, Fanning said the position of hospitals in the health-care marketplace is as vulnerable as that of such stores in the retail field. He added that, in contending with population shifts, competition, changing resources and new reimbursement regulations, "the hospital industry is experiencing a time for adjustment."

The first step toward such adjustment, he said, is for hospitals to redefine their missions. "Historically, hospitals have felt that their business, and only their business, was synonymous with health care." Today's reality, Fanning noted, "is that a lot of health care is going on outside of the hospital walls." From one-

day surgery centers to satellite urgent-care centers to fitness programs in industry, much which is related to health care is happening outside of the traditional setting.

Individual health-care institutions, said Fanning, are having to decide whether to be providers of a wide spectrum of health services or facilities providing a narrow scope of intensive care. Beverly Hospital, he noted, "has charted a course aimed at providing a broad spectrum of health-care services."

Fanning cited such efforts as the hospital's pending affiliation with the Harvard Community Health Plan's new facility which will be located adjacent to the Essexbank building at Northshore Shopping Center in Peabody, discussions for a similar tie-in with the forthcoming Blue Cross health center near the HCHP's facility, development of an independent practice association promoting free choice of physicians, and hospital involvement with yet another HMO being formed by Multi-Group.

He also referred to the plans by the hospital's parent holding company, Northeast Health Systems Inc., to develop a 122-bed skilled nursing facility adjacent to Beverly Hospital in a joint venture with the Hillhaven Corp.

While much of the focus of his talk was on the future, Fanning also cited the hospital's experience in coping with Chapter 372, which spearheads state government's efforts at containment of health-care costs. Beverly Hospital held its 1983 operating expense increase to 1.9 percent over actual 1982 figures, he said.

Other reports during the meeting came from chairman of the board Frederick Kauders, medical staff president Dr. Joel Shelkrot and hospital treasurer James Barney.

Re-elected to the board of trustees were Barney, Randolph Barton, Maurice J. Feldmann, Dr. James Hewson, Douglas S. Littlehale and Helen B. Spaulding. Also elected to three-year terms as hospital trustees were Peter A. Hersee and George O. Southwick.

cannot count on being able to breathe clean air. I encountered smoke in the out-patient lobby, in the halls, and in out-patient itself.

Some of the cigarette stands had "No Smoking" signs on them and the patients were using them in which to drop the ashes of the numerous cigarettes or cigars they were smoking. I became ill a number of times with breathing problems and mentioned it to clerks, secretaries, and nurses. No one made any attempt to stop the smokers.

I finally wrote to the administrator of the hospital in June of 1983, advising him of the situation and asking for help. Because I had spent so much time involved with this problem, I offered a few positive suggestions. I have never received an answer to my letter.

When it became clear that I couldn't keep going to Hunt Hospital in safety, I called the administrator's office hoping to

the only place he is seeing patients. Nothing has changed. The problem continues. Two men were producing a layer of pollution so heavy that I had to move twice, and couldn't sit in the area where the TV is located. I felt like a defenseless trapped animal.

To anyone who has never had a problem of this sort, the suffering of people like me who are allergic to tobacco smoke is beyond comprehension. Buy any physician or health organization would verify the allergic reactions activated in some

foul air, the damage has already begun.

In actuality, this handicap prevents us from going places where other handicapped people (thanks to legislation) can now go. A rampway or wide door isn't going to help us — we must have air unpolluted by the hundreds of dangerous chemicals being emitted from burning tobacco products.

How can a hospital ignore this basic need?

EDYTHER GHEN
Beverly

Our policy

The News welcomes your letters. Because we receive so many, we ask that you state your views as concisely as possible (no more than 300 words). Letters are subject to editing. They must include writer's name, signature, address and phone number. We will not print unsigned letters or those judged to be in poor taste. Because of the volume, we are unable to acknowledge those letters we do not publish.

Medicaid hearing attracts crowd

By ANNE DRISCOLL
Times staff

PEABODY — The threat of a two-class health-care system — one for the poor and another for those who can pay — is a possibility, according to testimony at a public hearing last night to examine why area physicians are dropping out of the Medicaid program.

More than 100 physicians, nurses, health care officials, community advocates, and Medicaid recipients attended the hearing that was organized by the North Shore Health Planning Council and held at Peabody District Court.

Medicaid provides poor people free medical care by physicians who are reimbursed for their services by state and federal funds.

Throughout the state, however, a large number of certain medical specialists, particularly obstetricians and gynecologists, have dropped out of the Medicaid program, complaining of burdensome paperwork, low reimbursement rates, delay in payments, and unfair audits.

Since August, the North Shore Health Planning Council claims none of the obstetricians and gynecologists on the North Shore have re-enrolled in the Medicaid program, and recipients in this area have become increasingly concerned they will be unable to obtain adequate pre-natal and post-natal health care. The council estimates there are between 650 and 850 pregnant women could be effected.

Many in attendance at the meeting blamed the doctors for the problem.

"I feel doctors have a lot more power than Medicaid patients. I feel doctors have the power to change a system rather than punish those on it," said Kathy Hall, a former Medicaid recipient and president of Essex County Community Organization (ECCO), a citizens group.

Expectant mothers can choose to go to clinics that accept Medicaid if their doctors are no longer enrolled in the program.

But, according to Hall, "clinics are not the answer. It sets up a two-class system. One for those who can afford to pay and another for those who can't. We want equal quality health care for ourselves and for our children. We will not accept anything less."

While crying, one mother who has been receiving welfare benefits for 15 years said, "I look to Medicaid because I have nothing else."

Some Medicaid recipients said the decrease of ob-gyn enrollment is only part of the problem. They claim pediatricians, dentists, and other medical specialists are also declining to take Medicaid patients.

One mother complained in tears she has been unable to get a hearing aid for her four-year-old son for the last six months because she can't find a hearing aid dealer who participates in Medicaid.

Another woman cried because she is not sure her diabetic husband, who also suffers from multiple sclerosis, will be find a Medicaid participating optician to prescribe the eyeglasses he needs.

CORRECTIONS

The Times tries to be accurate. But when we make a mistake, we want to correct it. Corrections or clarifications should be called to the Times. If you are unsure whom to call for a correction, call managing editor John Christie at 922-1234.

The poor at risk

There's enough blame to go around on the current problems of physicians who are dropping out of the Medicaid program.

The concern of an area citizens group — the Essex County Community Organization — is particularly acute because the people who use Medicaid are the people who can't afford medical care, and the doctors who have dropped out at an alarming rate on the North Shore are obstetricians and gynecologists.

That means, according to citizen advocates, that poor, pregnant women can't get their usual physicians to care for them any more.

Most of the blame falls on Medicaid and trickles down to the physicians who appear to be using patients as a wedge against the medical care program.

Physicians say it's not the patients who are making them drop out, it's Medicaid itself, with reimbursements that are too low, paperwork that is too complicated, and audits that are unfair.

Those are good reasons to be upset, but not good enough to cut off the care of a woman expecting a baby. Physicians as a group are a strong lobby. While they continue to accept Medicaid, they should be using their collective powers of persuasion to get the program aid to change those things that are truly unfair. And Medicaid should be doing everything it can to straighten out its system because the people who can do the least about the situation — the patients — are the ones least capable of forcing any change.

Nutrition counseling

IPSWICH — Nutrition counseling services will soon be available to Ipswich area residents through a new weekly program at the Cable Emergency Service, beginning Friday, Feb. 10. Nutrition counseling will be provided by a Beverly Hospital registered dietitian. Available from 8 a.m. to 1 p.m., services will include diet, weight loss, and pre and post-natal counseling.

Services will be covered by most health insurance plans if the individual is referred by a physician for a disease related weight or nutrition problem. Call the Beverly Hospital Nutrition and Fitness Center for more information.



Donna Hallison photo

Beverly Hospital nurse Michelle Frost introduces Winthrop School kindergartners to the hospital through a puppet show, left; right, she listens to the heartbeat of Michael Midon.



A brief and friendly hospital stay

By DONNA HAILSON
Assistant suburban editor

IPSWICH — "A hospital is like a little city," Barbara Beaman told her kindergarten students.

Her charges came away in full agreement after their trip Wednesday to Beverly Hospital.

Just before they left their classroom at the Winthrop School, the group had made a list of all the things they might expect to find on their visit including "patients, needles, doctors and nurses, doctor tools and books and magazines."

On their arrival at the hospital, they seemed surprised to see flowers for sale, a coffee shop, telephones at wheelchair-height and, on the fourth-floor Sears Children's Ward, a playroom.

In the playroom, the youngsters were greeted by nurse Michelle Frost who, with nurse Judy Plante operating the giraffe puppet, Cleo, ran through what happens when a child is admitted for an operation.

They made note of the fact that an extra bed is set up in each child's room so that his parents may stay overnight with him, that each room has its own television, telephone

and bathroom.

And they discussed some basic tests: X-rays ("when we take a picture of your bones) and blood tests ("it is important you stay still").

"We have to know a lot about you," Ms. Frost said, "because you're a special person."

Before the operation, Cleo (who was in for tonsillitis) was told she could visit the playroom where, she would find games, a piano, a television, models and clay.

The day of the operation, Ms. Frost said, Cleo would be given a hospital gown to wear and be taken to a "holding room in a spaceship" — a plastic bubble-topped bed with bars on the sides.

("It looks like a cage," one student said.)

Cleo's parents could stay with her in the holding room if they donned surgical masks and gowns.

"The operating room has a table in the middle and a big light overhead," Ms. Frost said. "The first person you will meet will be the anesthesiologist, who will put you to sleep for the operation so you won't feel anything. He will put a mask over your face with sleeping stuff in it and you can have it smell like bubble gum, root beer or strawberries."

Next stop after the operation, she said, would be the recovery room where Cleo would be introduced to an IV — intravenous. Then it would be back to the Sears Ward and back into her own pajamas.

A nurse would take her blood pressure, temperature and check her throat with a flashlight. And, because her throat would be a bit sore, she would only be allowed to have apple juice and ice cream.

A day or so later, she would go home with her parents.

After the puppet show, the two nurses invited each kindergartener to come forward to have a blood pressure test and to listen to his or her heart with a stethoscope. A tour of the facilities followed with stops in an empty patient room, the laboratory, and the X-ray room. The children were sent home with a hospital coloring book.

The purpose of the program, offered Wednesday morning at 9 and 10 a.m., is to "introduce hospital services and procedures to young children in a very supportive and non-frightening way," Ms. Beaman said. "The goal is to give children some direct experience with what a hospital is like and some positive feelings to store away for a day when they may visit the hospital as a patient."

TIMES 1.30.84

Important option

To the editor:

After suffering the recent loss of our son we have come to realize the importance of some opportunities in our lives.

One opportunity which is frequently offered to the general public is the option to take the CPR, First Aid and EMT courses sponsored by the American Red Cross. During the past eight years we have been able to put the training received from these courses to use on numerous occasions. (Two were life-threatening situations in our immediate family.) We encourage everyone to take advantage of these classes. Because of this worthwhile training there will never be any guilt from having to stand by helplessly in a medical emergency.

We would also like to express our appreciation to the many relatives, neighbors, and friends who gave their support during our time of sorrow. A special thanks to Jack Alexander and Ingrid Josephson, the emergency staff of Beverly Hospital, Dr. Michael Edwards, the clergy of St. Ann's and Mr. Walter Cuffe, all of whom made a very difficult time easier to bear.

Timothy and Nadine (Taylor) Moran

NEWS 1.30.84

Program being formed to give women choices

By JO STEWART LENNOX
News Staff

BEVERLY — "Making Choices," a program geared to help women decide on a multitude of issues from career paths to dealing with physicians, is now in the planning stages and is expected to begin operations within the next few months.

According to Judy Hickey, director of Community Health Services for Beverly Hospital, the facility is interested in educating the female public to available services at the hospital and in the community, and to offer more education and services to those who may not traditionally attend lecture series.

Last week, a group of about 15 women and one man breakfasted together at the hospital to begin discussing what topics community women would be most interested in learning about, and how to reach their audience.

The participants, representatives from social service agencies, North Shore Community and Endicott colleges, hospital personnel, State Rep. Frances Alexander and attorney Peter Gilmore, spent more than an hour discussing ways to create such a far-reaching program.

In explaining the purpose of the meeting, Hickey said, "women are by far the greatest users of health care either directly through yearly preventive exams, pre or postnatal care, family planning or indirectly as a result of selecting caregivers for family members.

"Women also live longer and consequently are faced with decisions regarding various living options, financial management, social supports, etc.

"By providing women with health-related information in its fullest context — social, mental, financial — we will be able to help them become more fully informed decision makers."

Among suggested topics for lectures or health services were nutrition, women seeking satisfaction in health care services, holistic health care, choosing health care providers, issues involving birth, issues affecting welfare recipients and more.

Hickey said she and the Making Choices Steering Committee will spend the next few months to create a program of interest to all community women, and would welcome suggestions from the community.

Gloucester Times
Feb. 1, 1984

Doctors join hospital staff

By SALLY O'MALEY
Times correspondent

ESSEX — Five physicians have recently been appointed to the associate or courtesy staffs at Beverly Hospital, following approval by the hospital Board of Trustees.

The new staff members are: Dr. Peter Bevins, emergency physician; Dr. David Cunis, pediatrician; Dr. William Llyd, pediatrician; Dr. Andrew White, family practitioner; Dr. Jonathan Wright, emergency physician.

Bevins is a graduate of Boston University Medical School and served his internship at Rhode Island Hospital. He completed residency in surgery at Stamford Hospital in Connecticut, where he served as chief surgical resident in his final year there. He was appointed to the associate staff of the Beverly Hospital Dept. of Emergency and Outpatient Services and is practicing in the hospital Emergency Room.

Cunis received his medical degree from Dartmouth Medical School and served his pediatric internship and residence at Dartmouth-Hitchcock Medical Center. He was appointed to the associate staff, Dept. of Pediatrics, and maintains his practice in Peabody.

Lloyd graduated from New York University School of Medicine. He completed his internship at Metropolitan Hospital in New York and his residency at the University of Connecticut Health Center Affiliated Hospitals.

He also completed a rheumatology fellowship at Robert Breck Brigham Hospital in Boston and is certified in internal medicine and rheumatology. He was appointed to the associate staff, Dept. of Medicine and has an office in Salem.

White graduated from the University of Michigan Medical School, served his internship and residency at Medical University in South Carolina and is certified in family practice. He was appointed to the associate staff, Dept. of Family Practice, and has joined Dr. Michael Edwards in his Peabody office.

Wright received his medical degree from the University of Kansas in Missouri. He completed his internship and residency at the University of Kansas Medical Center and a fellowship in oncology and hematology at Boston City Hospital.

Wright was appointed to the courtesy staff, Dept. of Emergency and Outpatient Services and is practicing at the Cable Emergency Service of Beverly Hospital in Ipswich.

Council on aging

BEVERLY — The Beverly Council on Aging, in conjunction with Beverly Hospital, has arranged a Sunday brunch and shopping trip, Sunday, Feb. 12. A bus will leave the Council on Aging Hall, 8 Dane St., at 10 a.m., and go to the hospital for an all-you-can-eat brunch. At its conclusion, shoppers will leave by bus for either the Liberty Tree Mall or the Northshore Shopping Center, to return by 2:30.

Anyone interested must sign-up through the Council office before the cut-off date, Friday, Feb. 10.

Beverly sisters have babies on same day

By NANCY KELLY
Times staff

BEVERLY — It was a coincidence that could have come from the pages of the "Guinness Book of World Records."

Two Beverly sisters delivered their babies at Beverly Hospital within hours of each other yesterday.

Diane Gregory, 27, of 7 Radcliffe Road, gave birth to a 7-pound, 2-ounce boy at 8:32 a.m. yesterday morning. Less than five hours later her sister, Darlene Zuch, 24, of Apple Village, had an 8-pound, 12-ounce baby girl.

"It's almost like having twins," said Mrs. Gregory, adding she and her sister may have a double christening to celebrate the event.

According to head nurse Dorothy Kuell, the coincidence was a first at Beverly Hospital.

"It's never happened that I can remember, at least in that short a time period," said Mrs. Kuell, who has worked at the hospital for 6½ years.

"It was really nice because after the first baby was born we got to show the aunt and uncle right away, and when the second baby was born we did the same thing," she added.

Mrs. Gregory and her sister grew up in Beverly. Their maiden name is Vaccaro.

It was Mrs. Gregory's second child and her sister's first. Mrs. Gregory and her husband, Robert, have named their son Brian Robert. Darlene and Tim Zuch named their baby girl Shauna.

Both mothers and babies were reportedly doing fine.

New Beverly care facility approved

By JO STEWART LENNOX
News Staff

BEVERLY — A 122-bed long-term care facility which is being proposed by Beverly Hospital has gained the approval of the North Shore Health Planning Council.

The facility, to be built on the grounds of Beverly Hospital, will be called Legdewood and will be a joint venture of the hospital corporation, Northeast Health Systems Inc. and the Hillhaven Corporation which operates the Blueberry Hill Health Care facility in Beverly.

According to Paul Lanzikos, director of geriatric and long term care at Beverly Hospital, the application for the nursing home-long term care facility has now been forwarded to the state

Department of Public Health's Determination of Need division.

According to Al Smith of the North Shore Health Planning Council, the Legdewood proposal gained approval with two conditions he said are normally placed on such facilities.

The conditions are the facility allow access to Medicaid patients and it affiliate with the Department of Mental Health and look into the feasibility of taking eligible patients from Danvers State Hospital.

Smith said the hospital was planning to do both, anyway.

The Legdewood proposal, in the amount of \$4,467,956, is for 82 level one and two beds (skilled nursing care) and 40 level three beds (intermediate level nur-

sing care), according to Lanzikos.

Lanzikos said construction will begin about six to eight weeks after approval by the state "if all goes well."

He said the Hillhaven Corporation would oversee the construction.

The facility will be built on three and one half acres of land on the hospital property near the back parking lot and would connect by a corridor to the service building of Beverly Hospital.

"We want it to be considered a separate facility," he said.

Lanzikos said if state approval is granted, he guessed construction would take about one year and expected occupancy to begin in early summer of 1985.

Bioenergetics program teaches participants healthful habits

NEWS 2.1.84

BEVERLY — While shoveling snow at his Beverly home last February, 43-year-old Fred Binford experienced chest pain and shortness of breath.

The experience led him to think he was having a heart attack.

After a series of tests at Beverly Hospital's Bioenergetics Laboratory, however, Binford discovered his heart was not a problem, but his lungs were functioning at less than half their capacity.

"The doctors let me know if I continued my sedentary lifestyle, my health would get worse," he said.

Instead, Binford underwent a four-month program of treadmill exercising, swimming and continuous monitoring with the Bioenergetics Laboratory staff.

His physical condition improved from poor to good and his lungs are now at 100 percent function.

Binford reports to the laboratory every three months on a maintenance schedule and still swims three or four days a week.

"I plan to exercise for the rest of my life," he says. "My lungs are in good shape and I want to keep them that way."

Dr. Roy Ruff, a pulmonary specialist, who directs the Bioenergetics Lab, describes the program it offers as a comprehensive approach to diagnosis and rehabilitation of cardiopulmonary (heart-lung) risk factors.

"We serve two populations with the bioenergetics program," Ruff explained. "Patients include those with identified cardiopulmonary problems due to conditions such as emphysema or asthma, cardiovascular disease, obesity or metabolic disorders, as well as the generally healthy population interested in health maintenance or wellness-fitness programs."

The goals of bioenergetics are to identify and modify heart-lung risks and to structure an individualized exercise program to encourage greater personal control of health.

Joseph White, 45, said he is pleased with the progress he has made after six months in the program.

"I'm a jogger and was interested in knowing more about physical exercise," he said. "There were things I couldn't do but didn't know why — for example, running a mile completely wore me out."

White's experience with the laboratory has made exercise more beneficial and enjoyable. He now runs two miles a day and says he has energy to spare.

Ruff said people who come to bioenergetics are first given a



Dr. Roy Ruff, director of Beverly Hospital's Bioenergetics Laboratory, checks the blood pressure of Fred Binford following a treadmill exercise.

health risk appraisal where their relative chances of developing certain illnesses are estimated. Findings are based on family medical history, blood pressure, cholesterol level, habits and emotional state.

"The individual's functional level is measured by the amount of oxygen consumed during exercise testing," Ruff said. "Based on these tests, we can develop a program according to the individual's needs and capabilities."

The exercise testing may also result in patient referrals to other hospital departments.

"We are committed to educating people about their individual health needs," said Ruff. "Hospitals should not only serve as havens for the sick and injured, we should also be responsive to the needs of those who are basically healthy in order that they may maintain that status."

Fanning to give key address

BEVERLY — Beverly Hospital President Robert R. Fanning Jr. will be a key speaker at the 27th Congress on Administration sponsored by the American College of Hospital Administrators in Chicago, March 6 through 9.

The program includes 50 seminars to offer administrators the knowledge to help their institutions survive and thrive in today's competitive climate.

Fanning will speak on "Corporate Restructuring,

ROBERT R. FANNING JR.

Hospital president



Diversification, Strategic Planning and Vertical Integration."

He will be assisted by Harvey

W. Freishtat, JD, managing partner of McDermott, Will and Emery of Boston; Paul Lanzikos, director of Geriatric and Long Term Care programs at Beverly Hospital; and Robert W. DeVore, president of Health Systems, Inc. of Boston.

A fellow of the American College of Hospital Administrators, Fanning serves as regent for Massachusetts members. He is also president of Northeast Health Systems, Inc., the parent organization of Beverly Hospital.

BW. TIMES 2.7.84

WATCH YA WAIST: A "Waist Watcher" program has begun at Beverly Hospital, for graduates of the hospital's Nutrition and Fitness Center. After achieving their weight and fitness goals, adolescent and adult graduates are participating in a maintenance program.

Meanwhile, according to hospital spokeswoman Grayce Kushmerek, new classes are still beginning every two weeks at the Nutrition and Fitness Center. Ms. Kushmerek said the total program combining nutrition, weight loss and exercise, is unique outside a hospital setting. Information about the eight-week program can be obtained by telephoning the center at Beverly Hospital, 922-3000.

HAPPY BIRTHDAY: Another innovative program at Beverly Hospital is celebrating its second anniversary. The Child Development Center, offering day care for youngsters from four weeks, is one of only a handful of day care centers north of Boston provided by employers. It has grown from providing care for only a handful of children to caring for about 80 youngsters on either a part-time or full-time basis.

Hospital volunteers

ESSEX — An orientation for new and returning candy strippers will be held at Beverly Hospital starting Monday and continuing on Feb. 8, Feb. 13, and Feb. 15, from 3 to 5 p.m. each day.

Boys and girls wishing to become candy strippers or junior volunteers must be 14 years old or older and attend all four sessions.

Training will be provided in hospital policy and procedures, patient relations, feeding and other aspects of volunteer work.

Those wishing to take part in the program should contact the hospital for an application before the first session.

The applications are available at the Beverly Hospital Volunteer Service. Those wishing more information should call the hospital at 922-3000.

Therapist opens office at Cable

Carolyn McDonald, a registered expressive arts therapist, announces the opening of an office in the Cable Medical Center. This is in addition to her office at 4 Pinewood Lane in Groveland.

McDonald was formerly with Baldpate Psychiatric Hospital in Georgetown, serving as the expressive arts therapist there for the past three years. She is now devoting her full time to private practice.

With a bachelor's degree from Gordon College and a master's degree from Lesley College, McDonald uses the creative arts in private consultations and workshops, in psychotherapy and personal growth and enrichment.

While McDonald is interested in working with a wide variety of people, she is particularly interested in working with people who are struggling with alcohol and drug addiction. She also works with families of substance abusers.

Calendar Gloucester Times 2.7.84

Janet Mackay-Smith

IPS CHRONICLE 2.2.84

Looking for a cure for cabin fever? That feeling you get every winter when you can't leave the house for days at a time and the snow is so high that you begin to believe a trip to the mailbox should become an event in the 1984 Winter Olympics?

I think I may have found at least a temporary cure. When you live on Great Neck in the middle of January, especially with a small child, finding an antidote for this dread disease can mean the difference between mental health and talking baby talk. For awhile there I was beginning to sound a lot like Big Bird.

But good ol' Cable Emergency Service has just the thing for those days when you need the sound of another adult, preferably human, voice. I'm not talking about getting an x-ray. I'm referring to their public information service, Tel-Med.

Before you stop reading, allow me to explain what Tel-Med is. Then you can stop reading.

Tel-Med is a library of recorded tapes with information about an entire spectrum of health problems, physical and emotional. From everything you ever wanted to know about chicken pox but were afraid to ask, to my favorite, "Fears of Men Over 40."

The idea is, you call the local Tel-Med num-

ber, listed in your little local telephone book from the Ipswich Savings Bank (is this beginning to sound like a commercial?) and you call and ask for the number of the tape you'd like to hear. The tapes and their corresponding numbers are also listed in the back of the little phone book.

The library contains several hundred tapes (I wasn't so bored that I was going to count each one) and if you can't find at least one that sounds interesting to you, then your case of cabin fever is chronic and you probably need immediate treatment.

All the tapes are divided into general categories, to make it easier to find something that looks good to you. One of the tapes tells you all about the service itself. I chose that one first. I called the number — it's local so it's all free, more or less — and asked the nice lady on the other end for tape 429. I'm told, by the way, that folks from the Retired Senior Volunteer Program (affectionately known as R.S.V.P.) man and woman the desk.

Anyway, the tape goes into a machine and the next thing you hear is a man who sounds like a cross between Orson Wells and Don Pardo. In his oh-so mellow baritone voice, he tells you all about the service. He says all the tapes are written by doctors and other "experts," which may or may not be of some

comfort to you, depending on your view of the medical profession. I decided to reserve judgment.

He also warned that the tapes are not meant for emergency use. So if your husband starts having chest pains, don't dial Tel-Med and ask for Tape 107 — "First Aid For A Person Suspected of Having a Heart Attack." Otherwise, by the time you finish listening to the tape, you might have to ask for Tape 144 — "Emotional Experiences of the Dying Person." Call a doctor instead.

However, the tapes do provide some general health information.

The list of tapes and subjects seems endless. Some examples: "Gall Bladder Troubles," "Thumbsucking: How Serious Is It?" Here's a good one: "Where Did I Come From, Mama?"

There are tapes about smoking and quitting, sunshine and sunburn, the common cold, the uncommon whooping cough, bedwetting, leg cramps, anorexia nervosa, dan-druff...I could go on.

I skipped right over "Bladder and Bowel Troubles" and went right to "No-No: What Does It Mean to Your Toddler?" I knew my answer: "Not much." But I wanted to see what Orson Pardo had to say.

I learned some valuable information. For

instance, when a child touches an ashtray and you tell her "No," you may assume she understood you. When she then turns around and touches the ashtray and repeats, "No," she's probably not being willfully disobedient. She may have simply assumed that the name of that object with the ashes in it is called a "No."

"Don't try to reason with your toddler or go into long drawn-out explanations of what you want," Orson told me. "It will be lost on him." How true. How many times have I caught myself in the middle of giving something approaching the Gettysburg Address in length trying to explain to my 16-month-old why she shouldn't eat the dog's food.

He also warned against spanking your child when you're angry. Which does not mean you're supposed to wait until you're in a good mood. Just try to restrain yourself to avoid seriously hurting your child. All in all, very sound advice. I was pleasantly surprised.

Just think. For free and for nothing, you have the opportunity to get some good advice, and in the process, you get to listen to the sound of another adult — and with that voice the guy must look like either Paul Newman, Clark Gable or Cary Grant.

A nice change from Big Bird.



Beverly Hospital Corporation Holds Annual Meeting

Significant Achievements Noted

A year of challenge and opportunity was outlined at the Annual Meeting of the Beverly Hospital Corporation and its parent holding company, Northeast Health Systems, Inc. Over 100 corporators and guests attended the meeting on January 23 at the Hospital.

Frederick Kauders, Chairman of the Board of Trustees, addressed some of the more global issues affecting the health care industry in Massachusetts and their impact on the Hospital environment.

Robert R. Fanning, Jr., President of the Hospital, detailed the significant achievements of the Hospital in fiscal year 1983 including negotiation of an affiliation agreement between Beverly Hospital and the Harvard Community Health Plan and the Hospital's proposal to construct a 122 bed skilled nursing facility on the campus.

Both Mr. Fanning and Treasurer James M. Barney stressed the positive financial position of the Hospital, despite the restrictive reimbursement system imposed by Chapter 372, implemented last year in Massachusetts. Operating expenses for 1983 increased only 1.9% over actual 1982 expenses, well under the national inflation rate of 6% in the hospital "market basket".

Inpatient admissions increased over the prior year, while average length of stay and total patient days were both reduced. The first quarter of fiscal year 1984 shows a continuation of the favorable trends experienced in 1983.

Keynote speaker Thomas O. Pyle, President and Chief Executive Officer of the Harvard Community Health Plan, detailed the history and operation of the Plan and described the planned operation of their Peabody Health Center, scheduled to open in July 1984.

Pyle indicated the recent interest and development of HMO's and other alternative care delivery systems are part of a broader change, a shift in the way health care is organized.

ed. He added that successful primary care facilities will be forming into other groups, such as Northeast Health Systems and rearranging into new businesses for more effective health service.

In other business, the following individuals were elected officers of Northeast Health Systems, Inc. for 1984: Frederick Kauders of Manchester, Chairman; Douglas S. Littlehale of Beverly Farms, First Vice Chairman; Susan Wiltshire of South Hamilton, Second Vice Chairman; Robert R. Fanning, Jr. of Marlboro, President; Lutz N. Wallem of East Kingston, New Hampshire, Treasurer; Tarrant Cutler of Manchester, Clerk; and James M. White, Jr. of Manchester, Assistant Clerk.

The same individuals were elected officers of the Beverly Hospital Corporation with the exception of James M. Barney of Ipswich, Treasurer; and the addition of John B. Eliot of Manchester, Assistant Treasurer.

Mr. Edmund H. Kendrick of Boston was honored on his retirement from the Beverly Hospital Board of Trustees following six years of service.

New trustees elected to the Beverly Hospital Board are Peter A. Hersee of Beverly, President of the Beverly Savings Bank and George O. Southwick of Wenham, Partner of Arthur Young and Company, Boston.

Several individuals were elected as corporators of the Beverly Hospital. They are Michael Harrington, Nancy Kaufman, The Hon. John F. Monahan and Anthony Ventresca, Jr., all of Beverly; Jonathan Busineau and William Carney of Boxford; Ronald Gagne of Danvers; Alfred DeScenza, David Gaffney and Mark Glovsky of Hamilton; Charles C. Dalton of Ipswich; Stephen G. Kasnet of Manchester; Philip Singleton of Peabody; Alice Griffin of South Hamilton; and Dr. Richard F. Gross of Wenham.

O Beverly Hospital is in the midst of celebrating American Heart Month, which coincidentally falls in February when dear hearts everywhere celebrate Valentine's Day. The hospital is but one organization doing its share to publicize and help prevent heart problems.

Residents and staff of Blueberry Hill Health-care conducted a "Home with a Heart" day with bake sales, raffles and a luncheon, this past week to raise funds for the American Heart Association.

NEWS 2.12.84

NEWS 2.15.84

Waist Watch

BEVERLY — Beverly Hospital is now offering a monthly Waist Watch program for graduates of its weight loss and exercise program.

The next meeting will be held Wednesday, Feb. 22 from 6 to 7 p.m. in the hospital's Nutrition and Fitness Center.

All past graduates of the course are invited to attend. The session will include a weigh-in and group discussion in an unstructured format to allow an exchange of ideas on weight maintenance.

Subsequent Waist Watch programs will be held each month. Call the Nutrition and Fitness Center for details.

TIMES

2.14.84

WAIST WATCH: Beverly Hospital is now offering a monthly session to help graduates of the weight loss and exercise program maintain the "new you."

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Salem Hospital picked to run M'head facility

2.16.84

By JOHN LAIDLER
News Staff

MARBLEHEAD — In the end it was subtle factors that led the trustees of the Mary A. Alley to choose Salem Hospital over four other competitors in deciding who should manage the municipal facility for the coming year.

The tentative agreement, announced Wednesday by Mary Alley trustee chairwoman Sylvia Swain, provides for the management of Mary Alley by Salem Hospital for a 15-month period beginning April 1, 1984, for a \$50,000 annual fee. The two groups will use the time in between to negotiate a possible sale of the hospital.

"It was an extremely difficult choice," said Swain, noting that "excellent" proposals were also submitted from AtlanticCare, Adventist Health Systems North Inc., Community Care and Beverly Hospital. "We had to weigh subjective as well as objective factors."

Although the details remain to be worked out, Salem Hospital offers to provide without additional charge an ambulatory

'It was an extremely difficult choice. We had to weigh subjective as well as objective factors.'

— Sylvia Swain, trustee chairwoman

care clinic — within three months — physician recruitment, respiratory therapy, pathology and anesthesiology, among other specialized medical services.

Also proposed are a full range of administrative and fiscal services, drawing on Salem's "professional expertise."

Innovative programs such as specialized geriatrics care, occupational health clinics and in-patient hospice beds are also a possibility.

The Mary Alley trustees' decision was warmly praised by Salem Hospital President Michael J. Geaney. Noting that the two hospitals between them serve an estimated 64 percent of Marblehead's patient population, Geaney said the "best interests of Marblehead"

were logically served by combining the two institutions.

Trustees of Mary Alley said an historic working relationship between the two hospitals was an important factor in the decision to choose Salem Hospital. Nearly every physician on the Mary Alley staff also serves at Salem Hospital.

"There seems to be an inherent logic in having a major medical affiliation with the closest excellent hospital, if it can be done on a sound business basis," said Dr. Robert F. Fallon, chairman of Mary Alley's medical staff.

Peter V. Kent, Mary Alley trustee, said even the convenience factors weren't

HOSPITAL

(Continued on Page 10)

questions, covered all bases. A lot of it is subjective. There's no bench mark. You go with your gut feeling."

Kent said the vote should not be seen as a definitive long-term commitment to Salem. "A nod to Salem is not an annointment."

NORTH SHORE!

T.R. Kerr

furniture showrooms

WASHINGTON

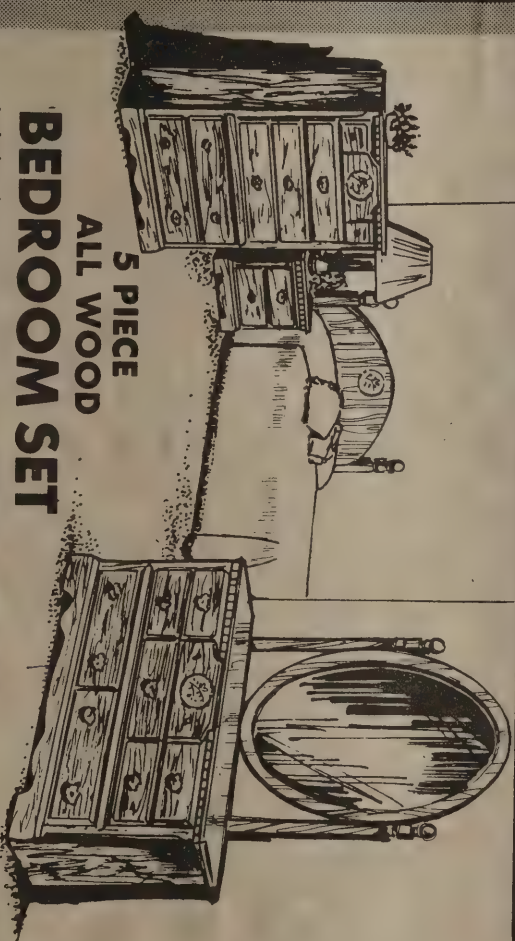
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T.R. Kerr

QUALITY!

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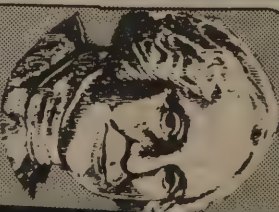
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NOT 20... NOT 30.

NOT 40...

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SEALY POSTI

HOSPITAL

(Continued from page 1)

necessarily enough to sway the trustees, given the strength of the proposals received by the board.

"What tilted me was the fact that if Salem didn't get the contract, it would cause an erosion of Salem's share of the market, which would critically

impact their ability to provide quality services." He said that impact would be felt by Marbleheaders, who use Salem Hospital.

He also said Salem Hospital appeared to him to "offer us more" in the way of services for the short term, while not holding out the prospect of staff cuts.

The difficulty encountered by the board in selecting a final choice was illustrated by the fact that the final vote was not unanimous. One trustee made a different first choice.

But, said Kent, "We spent one hell of a lot of time on this in September, tried to make sure we asked all the possible

questions, covered all bases. A lot of it is subjective. There's no bench mark. You go with your gut feeling."

Kent said the vote should not be seen as a definitive long-term commitment to Salem. "A nod to Salem is not an appointment."

Weller, high school,
M. Young, Hannah,
Theriant Jr., \$25,572.34;
rates, \$64.40; highway,
7,910.86.
C. Houghton, Title 1,
Mondi, \$25,560.64; adult
fund, \$480.00; Patten
orsetti, high school,
tanzi, \$25,480.16; adult
fund, \$1,104.00; high

218—John Derderian, high school,
\$25,407.60.
219—Niles D. Flanders, high school,
\$25,407.60.
220—James E. Millea, Memorial,
\$25,407.60.
221—Marie F. Norris, Cove, \$25,407.60.
222—Joyce A. Poirier, \$25,346.64;
athletics-revolving fund, \$16.00; high
school \$25,330.64.
223—Marguerit R. Coughlin, Centerville,
\$25,330.64.
224—Robert E. Loiselle, high school,
\$25,330.64.
225—Judith A. Perry, \$25,330.64; Ayers-
Ryalside, \$7,931.68; Upton, \$17,398.96.
226—Thomas J. Sexton, \$25,330.64; high

232—Patricia J. Bargowski, Briscoe,
\$25,157.52.
233—Bruce P. Corson, high school,
\$25,157.52.
234—Barbara M. Flynn, psychological
services, \$25,157.52.
235—Gladys L. McDonnell, Cove,
\$25,157.52.
236—Betty J. Wasczyk, Edwards,
\$25,157.52.
237—Myles A. Carroll, \$25,150.64;
Memorial, \$25,080.64; Jr. High athletics,
\$70.00.
238—Linda J. Seal, \$25,120.64; Briscoe,
\$25,080.64; Jr. High athletics, \$40.00.
239—Roger J. Rosinski, \$25,102.88; high
school \$23,112.00; athletics \$1,986.00

Coast Guard ends search

JUNEAU, Alaska
(AP) — The Coast
Guard has suspended
its search for two
missing crewmen
from a Japanese
fishing boat that sank
in the frigid, gale-
whipped Bering Sea
after colliding with
another vessel,
killing 14 people.

The 349-ton trawler

Salem Hospital to manage Mary Alley

By WENDY DORE
Times staff

Salem Hospital will begin running Marblehead's municipal hospital April 1 as part of a 15-month management agreement expected between the two facilities.

The management agreement, announced Tuesday by Mary Alley's Board of Trustees, is being negotiated now with the understanding Salem Hospital would eventually lease or purchase the town-owned, 41-bed facility.

Salem was one of five groups, including Beverly Hospital, interested in taking over Mary Alley. The smallest hospital in operation in the state, the Marblehead facility had been battling increasing deficits and a declining number of patients for years.

"The natural inclination of the town was to go with Salem," said Sylvia Swain, chairman of Mary Alley's Board of Trustees. "Forty-three percent of the town receives its care at Salem Hospital. It just seemed the natural thing to do. We looked at it as strengthening both hospitals."

Michael Geaney, president of Salem

Hospital, agreed.

"Mary Alley and Salem are the two principal institutional care providers for the Marblehead population," he said. "It's a natural affiliation. And because it's so natural and has a history, it has a high likelihood of succeeding."

He said of the entire Marblehead population hospitalized in 1982, 43 percent went to Salem Hospital and 24 percent to Mary Alley.

The first outgrowth of the management contract will be shared services between the two facilities. Those may include laboratory, pharmaceutical, dietary, and respiratory services.

Patient care will be uninterrupted, according to Ms. Swain.

"Generally, Salem is going to come in and provide services we had to use consultants for in the past," said Anthony Caico, Mary Alley's administrator. He added that the hospital hopes to open an ambulatory care clinic at the Marblehead facility in the next four or five months.

"An awful lot of things are going to happen," Caico said.

The management contract will run from April 1 through June 30, 1985.

"During that 15 month period we hope to sit down with Salem and negotiate a long-term commitment," Caico said.

A long-term agreement, such as leasing or sale of the hospital, will require town meeting approval.

The advantage of the affiliation to Salem Hospital, Geaney said, will be "the opportunity to continue to work more closely with the institution and strengthen the bond that exists."

He said the financial terms of the management agreement haven't been finalized.

During the period of the agreement, Mary Alley will be owned by the town and will have to stay within the limits of its \$3 million budget.

Since 1982, Mary Alley has been managed by the Adventist Health Care Systems North, which is based in Chicago. That contract, which was extended once, expires March 31.

Adventist had made a proposal to extend the contract again. Other groups vying for the affiliation, in addition to Salem and Beverly Hospitals, were AntiCare (Lynn and Union Hospitals), and Community Care Systems of Boston.

Beverly Hospital made its proposal to

Mary Alley in December. It said the Marblehead facility would provide valuable hospital space as Beverly became affiliated with health maintenance organizations, such as the Harvard Community Health Plan being built in Peabody.

Robert Fanning, president of Beverly Hospital, said yesterday, "It is my understanding a large part of the decision made by the trustees revolved around the longstanding relationship of Mary Alley and Salem Hospitals. The feedback I had gotten from Mary Alley was that we had a fine proposal, a strong proposal, and the decision to go with Salem Hospital had more to do with a longstanding relationship than which entity could more effectively manage the hospital."

Fanning said Beverly will keep its eye on Mary Alley as negotiations with Salem Hospital proceed.

"A lot might transpire between then and now," he said. "To say we would not be interested would be a mistake. They have a nice physical facility and we think Mary Alley has a role to play in the health care system. We will continue to follow what transpires with interest."

THE BACK PAGE

THE TIME
THURSDAY
FEBRUARY 16, 1989

OBITUARIES

Ethel May Gardner, 96 Paul Servizio, 86, leather worker

DANVERS — Ethel May (Nichols) Gardner, 96, formerly of 29 Clement Ave., Peabody, died yesterday at the Liberty Pavilion Nursing Home in Danvers. She was the widow of Harold Case Gardner.

She was born in Salem, the daughter of the late James and Annah (Pitman) Nichols. Mrs. Gardner was a graduate of Peabody High School, class of 1904. She was a member of the Thought and Work Club of Salem for more than 50 years.

Surviving her are one son, Marshall Gardner of Peabody; and one granddaughter, Mrs. Judson (Carolyn) Greene of Middleton.

Funeral services will be held at the Stockwell-Richardson Funeral Home, 114 Central St., Peabody, on Friday at 10 a.m. Burial will be in Greenlawn Cemetery, Salem.

J. Lindsay Dexter, 72, former treasurer

WENHAM — J. Lindsay Dexter, former treasurer of the Peppercell Manufacturing Co. of Boston, died Wednesday at the Massachusetts General Hospital after a long illness. He was 72.

Mr. Dexter was born in York, Maine, and had lived

leather worker

BEVERLY — Paul Servizio, 86, of 17 Bennett St., husband of Natalie (Turchetta) Servizio, died Wednesday following a short illness.

Born in Ponte Corvo, Italy, son of the late Luigi and Mary Servizio, he lived in Beverly most of his life.

Mr. Servizio was employed at A.C. Lawrence Co. in Peabody as a leather worker for 30 years and was retired. He was also affiliated with Utility Metals Co. in Beverly for many years.

He was a veteran of World War I, having served in the Italian Army and was a member of St. Mary's Church.

Surviving him, in addition to his wife, are three sons, Joseph, Bruno and Peter Servizio, all of Beverly; two daughters, Catherine McLean and Mary Latini, both of Beverly; one brother, Libero Servizio of Ponte Corvo, Italy; one sister, Mary Gelfuso of Utica, N.Y.; also 17 grandchildren; 12 great-grandchildren; and several nieces and nephews.

The funeral will be held on Friday morning from the Campbell Funeral Home, 525 Cabot St., followed by a funeral mass at St. Mary Star of the Sea Church at 11:30 a.m. Visiting hours are today from 2 to 4 and 7 to 9 p.m. Burial will be in St. Mary's Cemetery, Beverly.

• Developer

Continued from page 1
his feelings," McNeil said. "We'll try to incorporate his views."

The Moose lodge, located in the 18th century Captain Yates house, has very little historic significance left, McNeil said. He said the building has been changed so many times by different owners that details have been obliterated.

McNeil said he still plans to meet with the Historic Commission to discuss his project. The Moose building will be the central focus of his project, he said.

"We'll use the main structure to try and bring back the period characteristics," McNeil said. The addition, he added, will be "wrapped around" the existing structure.

The existing building, McNeil said, will house about six or seven apartments with the addition providing another 10 or 11.

"It's an exciting project for us," McNeil said, "blending the old with the new."

The proposed starting date of the renovation, McNeil said, will depend on how the Planning Board reacts to his proposals. "Bank financing is already committed," he said.

• Economist

Continued from page 1

Most economists, Ayres said, are predicting slower economic growth this year.

Trustees name Salem Hospital to manage Mary A. Alley

Continued from Page 1

around" from two years ago, when cooperative management talks between the hospitals broke down.

"We see this as a strengthening of both hospitals," Swain said. She cited the "traditional relationship" between the nearby facilities, noting almost all the doctors on the Mary Alley staff are also on the Salem staff. "It was a very strong proposal. The choice just made sense."

Swain said the proposed initial 15-month management pact calls for the Mary Alley to pay Salem hospital "roughly" a \$50,000 annual fee, about twice what the Adventists are now being paid. But she said the higher fee would buy big savings. Salem will, at no charge, staff the hospital with specialists not now on the Mary Alley staff. Currently Mary Alley has to contract for the services of essential specialists such as radiologists, anesthesiologists and pharmacists.

"We'll save \$100,000 (annually) on contracted services alone," Swain said.

In addition, Salem's plans call for opening an ambulatory care service facility at Mary Alley, probably within the next three months. Along with maintaining the municipal hospital as an acute care facility, a major goal for the trustees has been instituting that sort of outpatient service.

An ambulatory care center has been cited as the type of step necessary to increase use of Mary Alley, essential to keeping it a viable concern.

"Both hospitals will work hard together to maximize their strengths," Swain said. Asked about the "dramatic turnaround" in Salem Hospital's interest over the past two years, Swain said, "They now see that Mary Alley Hospital can be very beneficial to them."

The bottom line, she said, was that expenses are lower at a small hospital like Mary Alley, leaving a greater profit margin for a given service. Swain explained that

health care legislation likely to be enacted in 1985 would stipulate that no matter where an operation is performed, the reimbursement would be the same. Since Mary Alley is a less complex, less costly hospital to maintain, there would be a greater profit for many services.

"Two years ago (Salem Hospital) offered to take us over to, in effect, close us down in three years," Swain said.

During the 1982 talks, Salem became concerned with Mary Alley's financial losses, and insisted it wanted to phase out acute care beds in Marblehead.

The selection of Salem Hospital came as something of a surprise, since the Adventists have been regarded favorably during their tenure and were seen as frontrunners in the management derby.

"The Adventists' proposal just wasn't strong enough," Swain said. But she praised the organization which has been managing the hospital since 1982 as, "honorable."

While the trustees will be responsible for signing a short-term pact with Salem Hospital, it will be up to the negotiating committee to work out a longer term deal with the neighboring hospital. That committee, which will begin meeting shortly, is composed of two selectmen, two Finance Committee members, two hospital trustees, two Mary Alley doctors, and Anthony Caico, hospital administrator.

Selectmen Chairman Thomas McNulty, a member of the negotiating committee, said Tuesday that Town Meeting will play a major role in charting an appropriate course for the hospital. He said Salem's plans would be carefully outlined at this spring's taxpayer forum. "We want the town deeply involved," he said.

It is too early to say what sort of arrangement may be worked out with Salem Hospital, McNulty said. And he would not speculate about whether the negotiating team would set its sights on a lease or purchase deal by

1985, or would seek a long-term management pact first. McNulty and Swain both said the ultimate goal is to sell or lease the hospital.

"I believe we all feel that in the best interests of all residents we want to maintain an acute care facility at no cost to the taxpayers," McNulty said. He lauded the "tradition" and "style" of Mary Alley health care, saying, "While they can't treat every illness, the care you receive at that hospital is superior."

McNulty, who looked at all five management bids last week, called the AtlanticCare and Beverly Hospital proposals as good as Salem's. He said those two organizations would be told their proposals were excellent. And, should talks with Salem Hospital go awry, McNulty said, "We're reserving our right to talk with them again — if they're interested."

According to McNulty, a major factor con-

tributing to the choice of Salem Hospital was its traditional use by Marbleheaders. He said local doctors typically refer patients to Salem Hospital, and over 40 percent of Marblehead residents choose it when they need in-patient care.

Large deficits straining the municipal coffers prompted the trustees to seek a cooperative arrangement with a larger organization. The FinCom has budgeted a \$300,000 deficit for the hospital this year. Last year the hospital incurred a \$233,000 deficit.

Straining to make ends of the fiscal 1983 town budget meet, the FinCom has recently been fretting over the hospital's financial status, worrying it may lose more than last year.

Tuesday Swain said that may not be the case. Based strictly on a "gut-level" sense she predicted the hospital would run at slightly less than a \$200,000 deficit.

January 16, 1984

A publication of North Shore Weeklies, Inc. 25c

Mary A. Alley trustees select Salem Hospital

By DAVID SPINK

Two neighbors were betrothed Tuesday, as the Mary A. Alley Hospital Board of Trustees said "yes" to Salem Hospital.

The trustees picked the nearby hospital from a group of five health care organizations bearing proposals to manage and eventually lease or purchase the Mary Alley. Stamped with the trustees' seal of approval, the proposal is now being turned over to a negotiating committee, which in the coming months will work on finalizing a long-term deal with Salem Hospital officials. A final date for the union has not been set.

In the meantime, trustees' Chairman Sylvia Swain said she anticipates the trustees will sign a short-term, 15-month manage-

ment contract with Salem Hospital. She said she hoped that agreement would go into effect April 1.

"It was a very difficult choice," Swain said of Tuesday's decision. "We had five excellent proposals." The other suitors were Beverly Hospital, AtlanticCare Corp. (Lynn and Union Hospitals), Community Care Systems of Boston, and Adventist Health Systems of North, the group currently managing the Mary Alley under a contract which expires March 31.

Given the quality of all five proposals, Swain said the choice of Salem Hospital was "subjective as well as objective." She termed the Salem proposal "a complete tur-

Continued on Page 29

O
Beverly Hospital is celebrating American Heart Month, but once March arrives the hospital's schedule of observances will really take off. National Kidney Month, National Nutrition Month and National Social Workers Month will all be celebrated. In addition, Save Your Vision Week will be observed March 6 to 12, and during March 18 to 24 the hospital will mark Children and Hospital Week and Poison Prevention Week.

NEWS 2.18.84

TIMES 2.20.84 * * *

There will be another brunch at Beverly Hospital on Sunday, March 11. Mayor Monahan attended the Feb. 12 brunch and sat down to breakfast with the 65 seniors who attended. Reservations must be made by the previous Friday.

The time has been changed to 10:15 and the bus leaves the GAR Hall at 10 a.m. There will be a speaker on March 11 and an opportunity to shop at Liberty Tree Mall.

* * *

The Beverly Hospital is now offering a monthly session to help graduates of the weight loss and exercise program maintain the new you.

The next monthly "Waist Watch" will be held tonight, Wednesday, Feb. 22, from 6-7 p.m. in the hospital's nutrition and fitness center.

All graduates of the program are invited.

COFFEE SHOP HELP: Volunteers are needed in Beverly Hospital's Coffee Shop, Mondays and Wednesdays, 12:30-4 p.m. Substitutes are also needed other days, especially at lunch time. Contact Nancy Cantley, volunteer coordinator, 922-3000, ext. 2307.

TIMES 2.22.84

TIMES 2.22.84

VOLUNTEERS: At its third annual meeting Jan. 26, the North Shore Association for Volunteerism (a professional organization for volunteers, volunteer directors, and those interested in the

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Page 6 - Wednesday, February 22, 1984

Health talks are on weight, aging

Two different health series are being held at the Community House. One is for the elderly; the other, about weight loss, is designed for the general population.

Lectures for seniors will continue at the Community House on Wednesday, Feb. 22, from 1:30 to 2:30 p.m. Called "Where We Are Headed," Paul J. Lanzikos, director of geriatric and long term care programs at Beverly Hospital, will give an overview of current and future health-care issues for the elderly.

The second lecture in the series for seniors is scheduled for Wednesday, Feb. 29, from 1:30 to 2:30 at the Community House. "Healthful Living" will be the subject of a talk by Barry Rector, registered pharmacist, and Joyce Weigel, director of nutrition services at Beverly Hospital.

The other series, planned on weight and nutrition, is being planned by Community

Service and the Beverly Hospital for Tuesday evenings. The first session of "Shaping Up For Spring" will be held Tuesday, Feb. 28, from 7:30 to 8:30 p.m. at the Community House. "Food Facts and Fallacies" will be conducted by Joyce Weigel, R.D., director of nutrition services, and Claire Foley, clinical dietitian at Beverly Hospital's Nutrition & Fitness Center. It will cover how to evaluate a diet and what to look for in a diet and weight-loss program.

The second in the weight series, "Diets and Weight Loss," will be held Tuesday, March 6, from 7:30 to 8:30 p.m. at the Community House. Conducted by Joyce Weigel and Claire Foley, it will cover vitamins, protein, caffeine, sugar, sodium, natural foods and the definition of a nutritionist.

The third session on weight will be held on Tuesday, March 13, from 7:30 to 8:30 p.m., also at the Community House. John Prochilo, exercise physiologist and coordinator at the Beverly Hospital's bioenergetics laboratory, will cover "Weight Loss and Exercise Physiology." That lecture will focus on how weight is lost: absorption, metabolic rate, protein and carbohydrate metabolism, the physiology of exercise and its role in weight loss.

Other programs being planned for late spring include an exercise session using the fit-

ness trail in Patton Park and a series on "Color Works" with Pat Goehlert, a color consultant. Details will be announced later in the newspaper.

The series are free. For further information call the Community Service Information Center at 468-4818.

project
Beverly; Jeana Cleveland, direc-
community participation, Hogan Re-
al Center, Danvers; Clark
child, retired senior analyst/inven-
control, USM Corp. and Beverly
ital volunteer; Mona Hull, presi-
Board of Directors, Hospice of the
Shore, Beverly; Edward McCa-
retired, marketing research, USM
Corp., Beverly Hospital volunteer;
Phyllis Shutzer, director of public rela-
tions, Essex Institute, Salem; Ellen M.
Taylor, past president, NSAV; Volun-
teer Faculty, American Cancer Society,
Marblehead.

H.W. Chronicle

School.
News 2.23.84
Support group

BEVERLY — The Alzheimer Support Group will meet at Beverly Hospital, March 7, at 5 p.m. There is no charge, and new members are welcome. For further information contact the Social Service Department.

Volunteers needed

BEVERLY — Volunteers are needed in Beverly Hospital's Coffee Shop, Mondays and Wednesdays, 12:30 to 4 p.m. Substitutes are also needed other days, especially at lunch time. Contact Nancy Cantley, volunteer coordinator, for more details.

320-1500.
TIMES 2.23.84
DIABETES ASSOCIATION: The North Shore Chapter of the American Diabetes Association will meet Thursday, March 1, 7:30 p.m. at the Beverly Hospital Lecture Hall. Dr. Woodrow W. Havens, chief of psychiatry at Beverly Hospital, will speak on "Psychological Aspects of Diabetes." Coffee and snacks are served and the meetings are open to everyone.

News 2.23.84
Health lecture series begins

HAMILTON-WENHAM — A community health program begun last fall is continuing at the Community House.

A new set of lectures, entitled "Aging in the Eighties", will be presented by Beverly Hospital and Community Service of Hamilton and Wenham Inc. on Wednesday afternoons. Another set of lectures, "Shaping Up for Spring", will be held Tuesday evenings.

The first "Aging..." lecture, was held Tuesday, entitled "Where We Are Headed", with Paul J. Lanzikos, director of geriatric and long term care programs at Beverly Hospital.

The lecture next week, Wednesday, Feb. 29, also from 1:30 to 2:30 p.m., is "Healthful Living", with Barry Rector, pharmacist; and Joyce Weigel, director of nutrition services at Beverly Hospital. The use of common medications and good nutrition will be discussed.

The final lecture, "Health and Hospital Care" will be Wednesday, March 14, from 1:30 to 2:30 p.m., with Gail Balentine, R.N., and Ron-Wood, director of patient accounts at Beverly Hospital.

The series is aimed at older adults or families with older adults and will emphasize independent living.

The series on "Shaping Up..." will begin Tuesday, Feb. 28, from 7:30 to 8:30 p.m. at the Community House, on the topic "Food Facts and Fallacies." The lecturers will be Joyce Weigel, director of nutrition services at Beverly Hospital; and Claire Foley, clinical dietitian at Beverly Hospital.

The second lecture will be "Diets and Weight Loss", Tuesday, March 6, at 7:30 p.m., with Weigel and Foley again, discussing current popular issues in diets. The final lecture, "Weight Loss and Exercise Physiology", with John Prochilo, exercise physiologist at Beverly Hospital, will be Tuesday, March 13, at 7:30 p.m.

Community Service is also planning programs for late spring on exercises at the Patton Park fitness trail and "Color Works" with Pat Goehliert.

Two programs on community health off

Hamilton/Wenham...

diet and weight loss programs?)

Session II — Tuesday, March 6, 7:30-8:30 p.m. "Diets and Weight Loss." Conducted by Joyce Weigel, R.D., and Claire Foley (Current issues in diets: Vitamins, protein, caffeine, sugar, sodium, natural foods; What is a nutritionist?)

Session III — Tuesday, March 13, 7:30-8:30 p.m. "Weight Loss and Exercise Physiology." Conducted by John Rochilo, M.S., exercise physiologist and coordinator, Beverly Hospital biogeriatrics laboratory. (How do you lose weight: Absorption, metabolic rate, protein and carbohydrate metabolism; Physiology of exercise and its role in weight loss.)

The Community Health Series was initiated last fall as a direct response by Community Service of Hamilton and Wenham Inc. to the interests identified by Hamilton and Wenham residents in the community survey last year by the

your health care insurance.)

Community Service of Hamilton and Wenham Inc. has also announced the schedule for the second increment of its 1984 lecture series, co-sponsored by Community Service and the Beverly Hospital.

The series, "Shaping Up for Spring," will be held on Tuesday evenings, from 7:30 to 8:30 p.m., beginning Tuesday, Feb. 28. Conducted by staff members of the Beverly Hospital, it will focus on nutrition and weight loss. The series, like its predecessor, will be free and open to the public, and will be held in the Hamilton-Wenham Community House. The spring series schedule follows:

Session I — Tuesday, Feb. 28, 7:30-8:30 p.m. "Food Facts and Fallacies" Conducted by Joyce Weigel, R.D., director of nutrition services, and Claire Foley, clinical dietitian, nutrition & fitness center, Beverly Hospital (How do you evaluate a diet?: What do you look for in

Community Service of Hamilton and Wenham Inc. is offering a new set of lectures, entitled "Aging in the Eighties," to be presented in cooperation with Beverly Hospital. The remaining program is as follows:

Wednesday, Feb. 29, 1:30-2:30 p.m. "Healthful Living," conducted by Barry Rector, registered pharmacist and Joyce Weigel, R.D., director, nutrition services, Beverly Hospital. (Some common medications, their safe and proper use, possible interactions and side effects; Good nutrition for the elderly, food facts and fallacies, developing proper eating habits.)

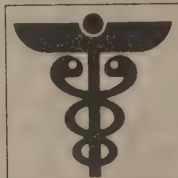
Wednesday, March 14, 1:30-2:30 p.m. "Health and Hospital Care," conducted by Gail Balentine, R.N. and Ron Wood, director, patient accounts, Beverly Hospital. (Nursing care of the elderly, geriatric assessment for comprehensive approach to health care needs; Understanding Medicare and other aspects of

Patients' patience

Like forceps, the pinch is on the health care industry, and, while it may put hospitals through convulsions, consumers are better off.

In recent months all kinds of alternative health facilities have emerged on the North Shore — walk-in medical centers, one-day surgicenters and medical centers for Blue Cross and Harvard Community Health Plan.

What you're seeing, in the view of hospital officials, is the industrialization and commercialization of health care, not only here, but in other parts of the country as well.



Like most boat-rocking trends, this one, too, started in free-wheeling California, for sure.

The idea of commercialized health care is not so far-fetched. Already, walk-in medical centers have re-

ceived the nickname "docs in a box." The trend started with chains offering the services of optometrists and dentists.

Health professionals say they wouldn't be surprised if large retail stores begin to offer medical care that can be charged with a credit card like so many gallons of paint. Again, the idea is not unrealistic. An earnest Hal Holbrook already pitches insurance, investments and real estate for Sears on television ads.

What is happening is that the changes have occurred so rapidly that the more traditional hospitals in the area — Beverly, J.B. Thomas in Peabody, Hunt Memorial in Danvers, Salem, and the rest — have had to change.

Salem



Sherry Cerino, R.N., teaches child-care to members of a canystriper training class at Beverly Hospital. Those in the program get four, two-hour sessions of training. They must attend all four sessions and be at least 14 years of age. Seated, from the left, are

Michelle O'Brien, Debbie Woodman, Kristen Vargas and Ann Hammond. Standing, from the left, are Susan Garry, Sarah Ryan, Jennifer Call, Cher Thompson and Erin McLaughlin.

The Salem News/Dave Matt

- Health talks are on weight, aging

Two different health series are being held at the Community House. One is for the elderly; the other, about weight loss, is designed for the general population.

Lectures for seniors will continue at the Community House on Wednesday, Feb. 29, from 1:30 to 2:30 at the Com-

Living" will be the subject of a talk by Barry Rector, registered pharmacist, and Joyce Weigel, director of nutrition services at Beverly Hospital.

The other series, on weight and nutrition, is being planned by Community Service

Tuesday evenings. The next session of Shaping Up For Spring, "Diets and Weight Loss," will be held at the Community House on Tuesday, March 6, from 7:30 to 8:30 p.m. Conducted by Joyce Weigel and Caire Foley, it will cover vitamins, protein, caffeine, sugar, sodium, natural

metabolic rate, protein and carbohydrate metabolism, the physiology of exercise and its role in weight loss.

The series are free. For further information call the Community Service Information Center at 468-4818.

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THE TIMES
TUESDAY
MARCH 6, 1984

BEVERLY



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Adult foster provides a to nursing

By VALERIE PLANTE
News Staff

Elderly and disabled persons on the choice when faced with entering a nursing home. Adult Foster Care, designed as an option for the elderly and the disabled, is being offered by Elder Services Inc. of Peabody and Gloucester in cooperation with Beverly Hospital.

Trained professionals match the "client" with a foster home — even less if the client is covered by insurance. Each client is interviewed separately to determine the client's needs, interests, physical condition, and the ability of the provider to care for the client. After the matching process takes place, and if arrangements are made, placement is made.

"The client is not seen as a patient of the program. The goal is to provide a depersonalized environment for the client."

Any family or individual, regardless of age, can be a foster home care provider, but special requirements must be met and the family or individual must provide a warm and caring environment for the client.

Foster care for the elderly varies from a few hours of daily living. Others may have a full understanding that only a private home can provide the care.

Guidelines exist for the client and the provider. The person for whom placement is made must be a resident of Danvers, Essex, Gloucester, Hamilton, Manchester, Marblehead, Middleton, Peabody, Salem, Saugus, Swampscott, Topsfield, or Beverly.

The participant must be willing to live in the home and be continent on admission to the program. The client must be oriented to time, place, and person and be able to accept human aid. But the elderly or disabled client may need supervision and may need assistance with daily living.

The foster family or individual must meet specific criteria and have a suitable home. Potential foster home care providers must accept a new member into their home.

work to find another placement for the person. A two-way street; both parties have to be briefed on issues such as aging, psychological, and social aspects of the elderly and disabled.

"All kinds of foster homes are needed. Some are for the elderly range from a few hours of care to a full-time placement. Homes are also needed for respite, a period of time when the regular foster family is unavailable."

Carlaough believes there are a lot of people who need foster families. "Retired persons who need a family, children have grown up, persons in the military who need a grandparent figure are all situations in a potential foster family," said Carlaough.

For more information, call North Shore Senior Services Inc., or Senior Services Inc., or Senior Services Inc., or Senior Services Inc.



Steven McGilvary photo

Charles Higgins 3rd: "It wasn't assumed we'd all work here."

weekends stacking storeroom shelves. He was also put in charge of the hospital's first attempt at public relations — making ice-cream for patients and their visitors.

A major change in his father's job, Charles Jr. recalled, came in 1939 when the "hand-fired," coal boilers gave way to an automatically controlled, oil-fired

power plant. After its installation, the old engineer "would just watch the dials and turn a few knobs and that was it," his son said.

Charles Jr., meanwhile, had earned a degree in engineering and then married a nurse working at Beverly Hospital. In 1942, he replaced his dad as chief

Three generations, page A10

Three generations, same job at hospital

century of personal glimpses of Beverly Hospital.

"Hospitals in those days were terribly isolated," Charles Higgins Jr. said, recalling when Brimbal Avenue was just a dirt road. "People had to walk for miles to get here."

It was the 24-hour job of the senior Higgins to "bank the fires" with coal, deposited outside the boiler room by horse and wagon. During snow storms, he'd hire the services of unemployed "old-timers" to clear paths for emergency vehicles (horse-drawn buggies) with wooden scoops.

Charles Higgins Jr. was born in 1913 on the property in a cottage the hospital had built when his father took the job three years earlier.

When he turned 10, he was entrusted with the hospital's first vehicle, a woman's bicycle, to run errands for his father. In winter months, the young Higgins helped his father tow patients on toboggans up the hill to the hospital.

As a teenager, Charles Jr. worked

By STEVEN MCGILVARY

Times staff

BEVERLY — A Higgins family tradition began in 1910 when the Beverly Hospital was looking for an engineer to run its modern, coal-fired boilers.

One doctor mentioned the head engineer at the prestigious Massachusetts General Hospital and suggested the hospital lure him north to Beverly.

A few days later, Charles Higgins Sr. moved from Boston to work the Beverly Hospital boilers and perform all types of maintenance, from snow removal to cutting the grass.

Charles Sr. didn't know it at the time, but he was starting a family trend that continues today. Both his son and grandson, Charles Jr. and Charles III, would spend their boyhoods around the hospital grounds and eventually become engineering directors for the hospital.

The Higgins' family history, as recalled by the second and third generations, spans nearly three-quarters of a

TIMES 3.7.84

Women's health examined

BEVERLY — "Making Choices" is a continuing series of programs on women's health issues being offered by the Beverly Hospital Community Health Department and designed by women, for women.

The first presentation of the series will be a panel discussion with five local women Thursday, March 29 from 7-9 p.m. in the Beverly Hospital Lecture Hall.

The women range in age from 20-80 years. All have different backgrounds, levels of education and experiences. All five also have something in common — they've made choices affecting their health and well-being as women, wives, mothers and breadwinners.

The panelists are Brenda Stone, coordinator of the North Shore Community College Women's Cen-

ter; Susan Campbell, student and adolescent counselor; Judy Ward, homemaker and volunteer; Florence Dunn, nursing home resident; and Ruby Tibbetts, volunteer.

The presentations will include marriage, family, careers, education, finances and health.

A registration fee of \$3 will be charged for attendance. Interested women may contact the Beverly Hospital Community Relations Office for registration and further information.

The "Making Choices" series was devised as a means of addressing the changing needs of women.

The advisory group included Brenda Stone and Judy Ward, "Making Choices" panelists; Dr. Carol Hawkes, president, Endicott College; Joseph W. Walsh, Jr., director of Public Health; Christine

Sandulli, Beverly Times; Peter Gilmore, lawyer; Carol Ballentyne; social worker; Joanne Patton, certified administrator of volunteer services; Rep. Frances Alexander; Dolores Emspak, M.D.; Joan Mikula, director, Project RAP; Edith Lowell, public relations consultant; and Jo Stewart Lennox, Salem News.

The internal steering committee include Beverly Hospital staff members, Judith Hickey, director, Community Health Services; Susan Hancox, director, Personnel; Nancy Birt Pratt, Training and Development coordinator; Nelda Quigley, director, Volunteer Services; Bonnie Shelkrot, Lifeline coordinator; and Grayce Kushmerek, Community Relations coordinator.

Two doctors' groups merge

BEVERLY — Two local doctors' groups merged March 1.

Comprehensive Medical, Inc., of Beverly and North Shore Pediatric Associates, Inc., of Danvers have formed one of the first multi-specialty primary care practices on the North Shore. The new group is known as North Shore Comprehensive Care.

Comprehensive Medical Care started in 1970 at 550 Cabot Street,

Beverly. The physician members are Frank S. Carbone, Jr., M.D., James H. Clifford, M.D., and David C. Dobson, M.D. All are specialists in internal medicine.

North Shore Pediatric Associates has been in existence for 25 years. The pediatricians comprising the group are Lawrence J. Essemmer, M.D., Nathan H. Fearer, M.D., and Peter H. Short, M.D. Their offices are at the Danvers

Medical Building at Two Orchard Lane, Danvers.

Both groups stressed the merger will not change their practice of delivering personalized care and continuing their emphasis on preventive medicine.

Pediatric and internal medicine services will be provided at both the Beverly and Danvers centers, so children and adults can get care in the same location.

BEV TIMES 3.9.84

GOINGS ON

PRE-NATAL EXERCISE: A pre-natal dance/exercise class will begin at the Beverly Hospital Friday, March 30 from 4:30-5:30 p.m.

Classes will run six consecutive sessions and end May 4. All classes will be held in the hospital lecture hall.

The dance/exercise classes will be taught by Linda Ann L'Abbe, R.N., a maternity staff nurse who has a background in dance. A fee of \$20 will be charged for the six week program.

The classes are intended to provide instruction in correct methods of exercising during pregnancy. Women in the fourth through ninth month may participate.

Each session will combine exercises and aerobic dancing for improved fitness during pregnancy. Participants should wear leotards or loose, comfortable clothing and bring a pillow to the classes. Eating a light snack is advised prior to attending.

Interested women are asked to pre-register with the Beverly Hospital Maternity Unit at 922-3000, ext. 2200.

BREAST SELF-EXAMINATION: A monthly breast self-examination program begins at Beverly Hospital

Thursday, April 12 from 7:30-9 p.m. in the Outpatient Department.

Subsequent sessions will be held on the second Thursday of each month.

The program will be conducted by Renee Burke, R.N., an oncology nurse. Participants will be instructed in self-examination and practice on special models provided by the American Cancer Society. A film presentation will augment the teaching program.

The program is not intended to replace regular physical examination by a physician. Women attending the monthly sessions will learn the correct method of performing BSE and the importance of

detecting breast lumps early. **STOP SMOKING WORKSHOP:** An introductory program for a Stop Smoking Workshop will be sponsored by the Beverly Hospital Friday, March 23 at 7:30 p.m.

The session is free of charge and will be held in the hospital lecture hall.

Conducted by Dorothy Congdon of Beverly, a former smoker, the discussion will include the addiction to smoking and why it is difficult to quit. The program emphasizes the importance of group support and offers non-stressful aids to help in quitting.

Those who attend the program will learn more about the eight-session workshop, which begins at the hospital Thursday, March 29. The Stop Smoking Workshop will continue on Mondays and Thursdays through April 23.

For further information, interested persons may contact Mrs. Congdon at 927-0721.

Sports medicine

Be prepared for spring sports season, doctor advises

By STEVEN MCGILVARY
Essex County Newspapers

BEVERLY — The coming of spring gives many warm-weather athletes a sporting chance to pursue their fun.

But for those enthusiasts who sat out the winter, donning gear and hitting the pavement can often run them right into trouble.

"There are more injuries (to athletes) at the beginning of each season than at the end," said Dr. John W. Zimmer, director of Beverly Hospital's sports clinic.

Zimmer said many of these seasonal athletes, slowed down by the cold-weather months, "think they can return to the same performance level they were at before the winter hit. They get out there and go for it the first nice day."

The results of such misplaced devotion are shin splints, stress fractures, and assorted pains and stiffness, according to Zimmer. "You must understand what potential injuries you may get from your sport."

The tall, well-built physician's own devotion to sports, united with medicine, makes him wise in the ways of pulled tendons and ankle sprains.

Zimmer was a springboard diver and competitive swimmer in high school. After graduating from Wayne State University Medical School, he completed

"There are more injuries at the beginning of each season than at the end." Seasonal athletes "think they can return to the same performance level they were at before the winter hit. They get out there and go for it the first nice day."

— Dr. John W. Zimmer

his residency under Dr. Robert Leach, chairman of Orthopedic Surgery at Boston University. Leach was a former team doctor for the Boston Celtics and is now the sports medical director for the 1984 Olympics in Los Angeles.

Zimmer, who sees all types of athletes at the clinic, puts hurting sportsmen into two categories.

The first major group Zimmer predicts to hear from in the balmy days ahead are high schoolers participating in organized sports. The "quick running" exercises in track practice and the "violent," jerky motions they perform during baseball and softball training place too high a demand on the

young, out-of-shape jocks, according to Zimmer.

The next type of athlete who goes that extra yard and shouldn't have "is the person who thinks he's 18 but is in his 30's and 40's," Zimmer said.

"Anatomically, he (the middle-aged) is already going through an aging process," Zimmer explained. "His bones are becoming a little bit weaker than the year before. His muscle mass isn't as strong as it was before."

"His body can't take the wear and tear it could when he was younger," the doctor continued. "And the recovery period for this age group is prolonged. It's a double-edged sword."

Zimmer said members of both athle-

tic spheres can avoid distress with preventive medicine. Thirty minutes of aerobics three times a week, along with a regular weight-lifting regime, will allow the heart, muscles and lungs "to respond on a more efficient level," he said. But, Zimmer added, "All the work has to begin before the season starts."

If the damage has already been done, Zimmer recommends RICE—rest, ice, compression, and elevation—to swollen joints and muscles.

The doctor also warned against applying heat to puffy appendages because it doesn't bring down the swelling like ice can. "It (heat) feels great with the rush of blood it sends to the painful area," Zimmer said. "But all you've got is a thick, boggy, swollen joint."

Zimmer said moderation and knowing your own limits are the key to an enjoyable, healthy fitness program. "If you run long enough you are going to occasionally have injury," the sports specialist said. "But the good athlete will be in tune with his body. If one listens to their body they can prevent a lot of injuries."

Dr. Zimmer invites sporting enthusiasts to visit the clinic and learn more about their own physical capabilities and how to keep sprints from becoming sprains.

Steven McGilvary is on the staff of the Beverly Times and the Peabody Times.

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• Davis swims on

Continued from page 8

from 5 to 7 p.m. Saturday practices run from 7 a.m. to noon. Most of the practice is spent swimming timed laps, but every Monday, Wednesday and Friday, the focus is on hydrofitness, a type of weight training. Miss Davis estimates the team swims about six miles every practice.

Body weight is a factor in how well one competes, but Miss Davis says she is not pressured to maintain a strict weight. Weigh-ins are held every few days and if she has gained weight, Warner will embarrass her by announcing her weight to the entire team.

Only before the big meets is there a guided diet, said Miss Davis. Then team members eat lots of carbohydrates and proteins and cut down on sugar.

During her swimming career, Miss Davis has qualified four times for the Junior Olympics in the 200 backstroke, 400 individual medley, 200 freestyle and 1500 freestyle. Despite these accomplishments, Miss Davis has never really had a desire to compete in the Olympics.

"At one point I thought about it," she said. "But I would have gone to a different school in California, practiced six hours a day, and taken my senior year off. I wasn't ready for that, I'll never be ready for that. It's a dream. This has given me everything I could ask for."

Among the "everything" is recognition. "My name is known in New England. It's like Scott Hammill — judges know the name. People know the name," she said.

This recognition has certainly helped with college applications. Because most coaches know Miss Davis' numerous accomplishments and wish to have her

"At one point I thought about it (competing in the Olympics). But I would have gone to a different school in California, practiced six hours a day, and taken my senior year off. I wasn't ready for that, I'll never be ready for that. It's a dream. This has given me everything I could ask for."

— Cindy Davis

on the team, "I've got coaches in college admissions offices every day (urging that she be accepted)," she said. "I received a call from the Cornell coach the other day; the acceptance is in the mail."

Miss Davis has also applied to Harvard, Brown, Princeton, UVA, UNC-Chapel Hill, Northeastern and Penn State. While she made no final decision on which school she would like to attend, she's "leaning towards the Ivy League."

Maria Stolle is a student reporter from Hamilton-Wenham Regional High School.



BH

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Health and Fitness Fair

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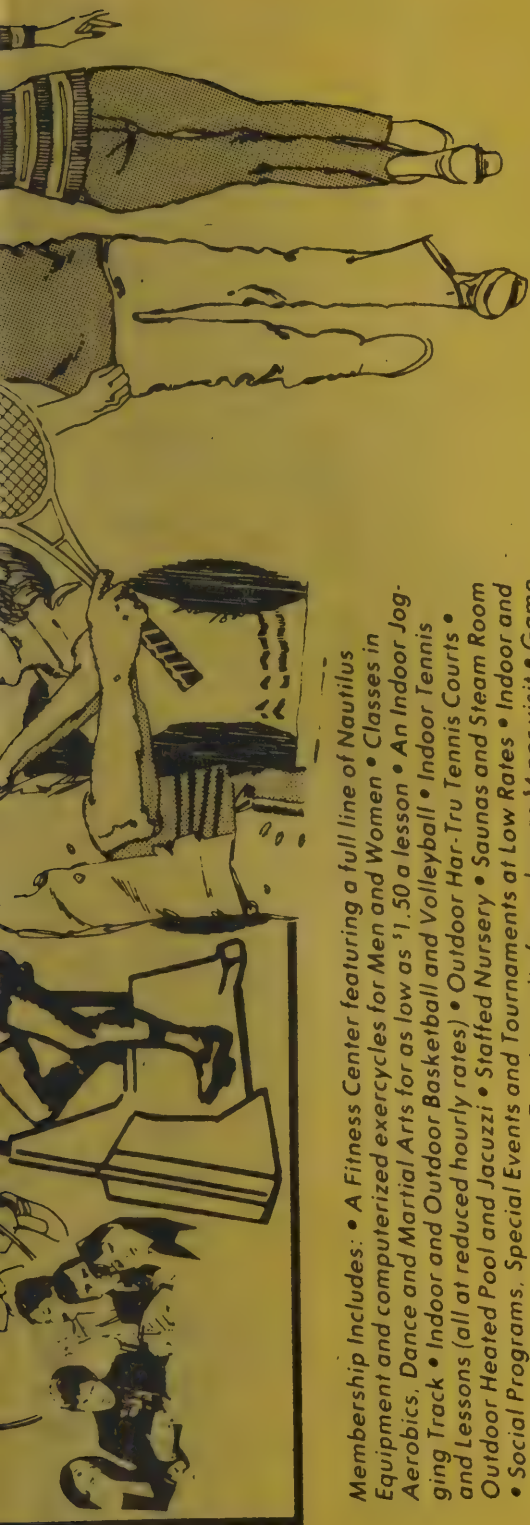


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Pulmonary Function
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Computers in Health
Beverly Hospital Road Race

Beverly Hospital Fit-Trail
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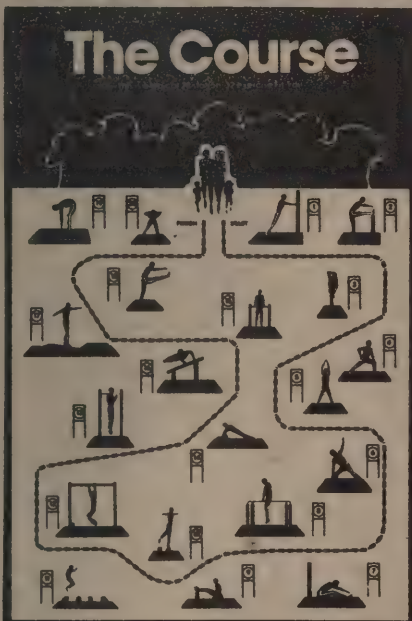
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The Course



- | | |
|------------|---------------------------|
| STATION 1 | STRETCHING EXERCISE |
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| STATION 4 | KNEE LIFT AND TOE RAISE |
| STATION 5 | JUMPING JACKS |
| STATION 6 | SIDE AND SHOULDER STRETCH |
| STATION 7 | SIT-UP APPARATUS |
| STATION 8 | PARALLEL BARS |
| STATION 9 | SIT-UP AND LEG RAISE |
| STATION 10 | STEP-UP |
| STATION 11 | BAR JUMP |
| STATION 12 | OVERHEAD LADDER |
| STATION 13 | CHIN-UP & ISOMETRIC SQUAT |
| STATION 14 | LEG STRETCH & PUSH-UP |
| STATION 15 | BODY RAISE |
| STATION 16 | VAULT BAR |
| STATION 17 | BALANCE BEAM |
| STATION 18 | LEG KICK |
| STATION 19 | COOL DOWN EXERCISE |
| STATION 20 | END OF COURSE |

The Beverly Hospital Fit-Trail was made possible through the generosity of local businesses, physicians and Hospital departments, as well as a significant gift from the Beverly Hospital Medical Staff.

The success of this type of program is that it makes exercise recreational. People may go outdoors into the fresh air and enjoy themselves.

Each exercise is broken down into different levels based on people's tolerance of fitness. There is a recommended level for the beginner and a more challenging, competitive level for those who have already achieved a moderate degree of conditioning. Each apparatus is designed specifically to accommodate people of different sizes and abilities. It can be enjoyed as an individual as well as a group activity and is intended for children as well as adults.

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TIME 8.5.84

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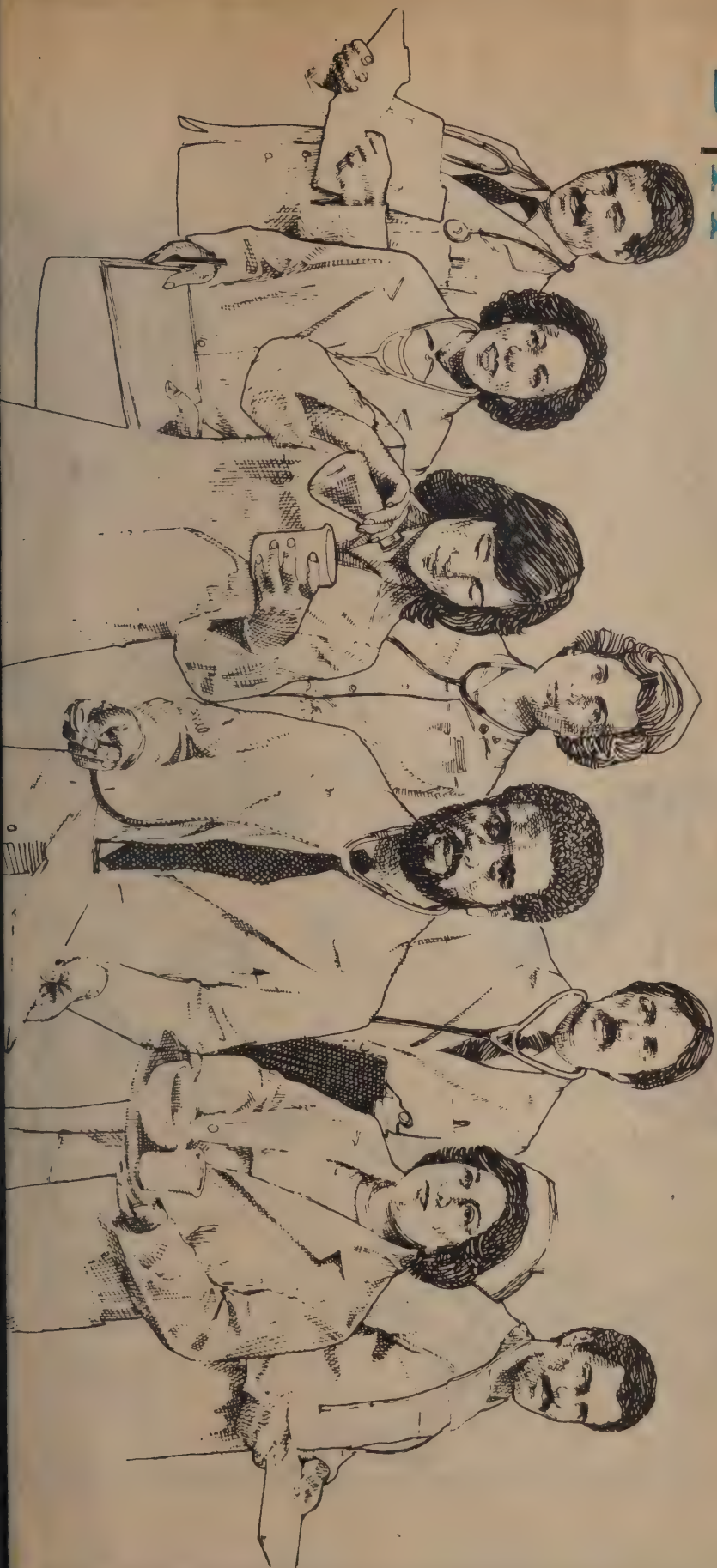


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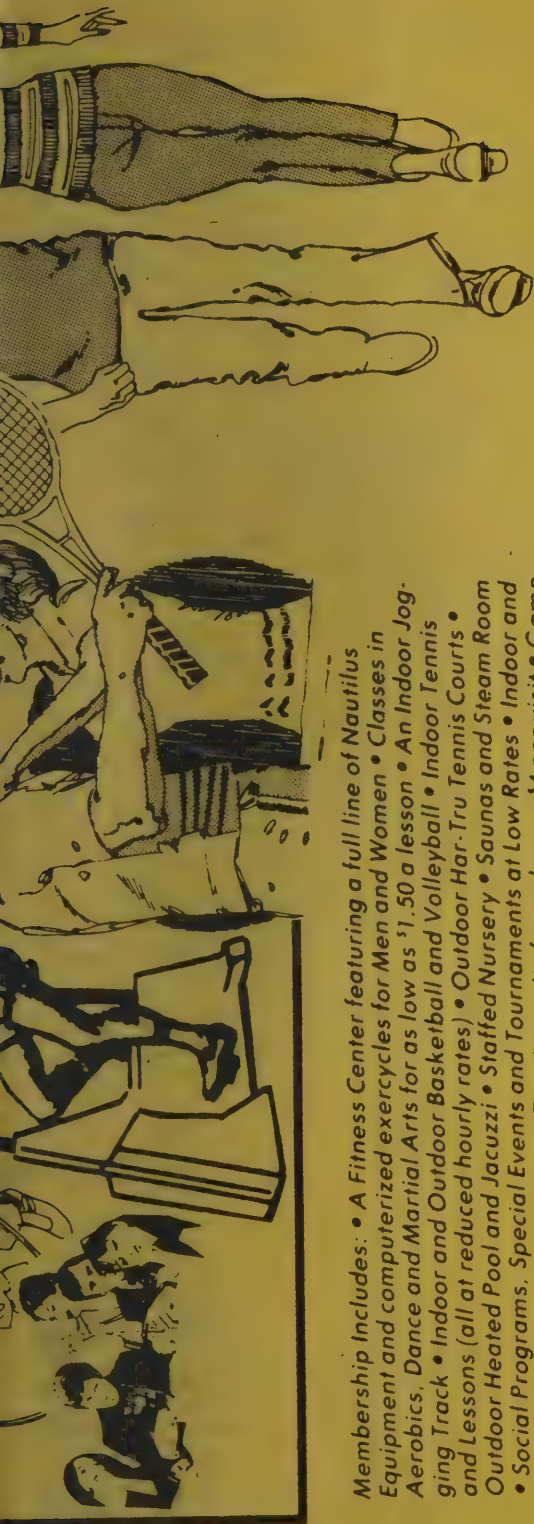


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Relax with your
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Enjoy greater health
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Computers in Health
Beverly Hospital Road Race

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Relaxation Techniques
Aerobics Demonstrations
Children's Fitness
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Something for the whole family plus chances to win free health and fitness services and more.

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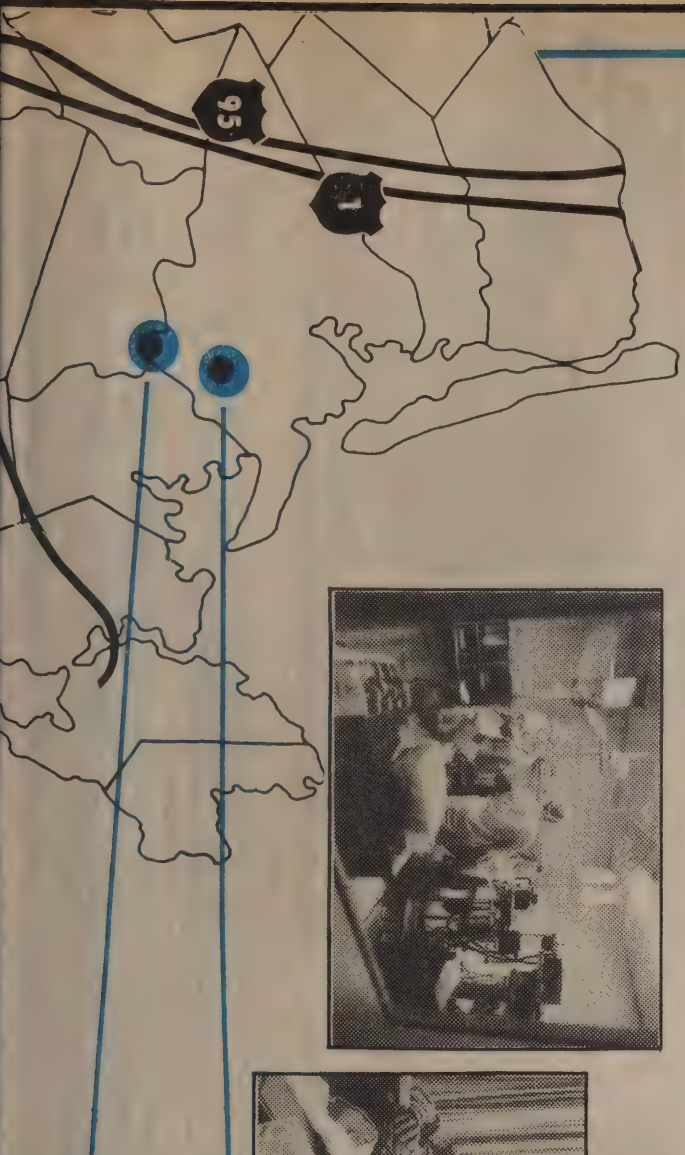


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Hamilton Medical Building
Primary care physicians and



The Towns

Hamilton

Myopia, Gordon College attract people to rural Hamilton

By CAROLE PERKINS
Essex County Newspapers

Hamilton is a rural town of almost 7,000 residents and 500 horses. The town is comprised of 14.99 square miles, mostly open space and country roads.

The town offers no industry, but has a lively downtown area with several restaurants, a shopping center, the MBTA railroad station and several professional offices. Several buildings have been remodeled recently into boutique shops and restaurants.

Nestled on the crest of the former Brown Farm is the Gordon Conwell Theological Seminary. The seminary is adding a new chapel and library addition. The present steeple can be seen in neighboring Ipswich and Essex.

On another former farm is the Hamilton Ski Slope off Moulton Street, which opened for the season Christmas week.

The town is run by a board of selectmen who meet weekly and every May voters gather for the traditional town meeting.

Off Cutler Road is Grass Rides, a parcel set aside for open space and maintained by the Trustees of the Reservations. It borders Appleton Farms in Ipswich. Grass Rides is perfect in winter for cross country skiing and leisurely walks in fall and spring.

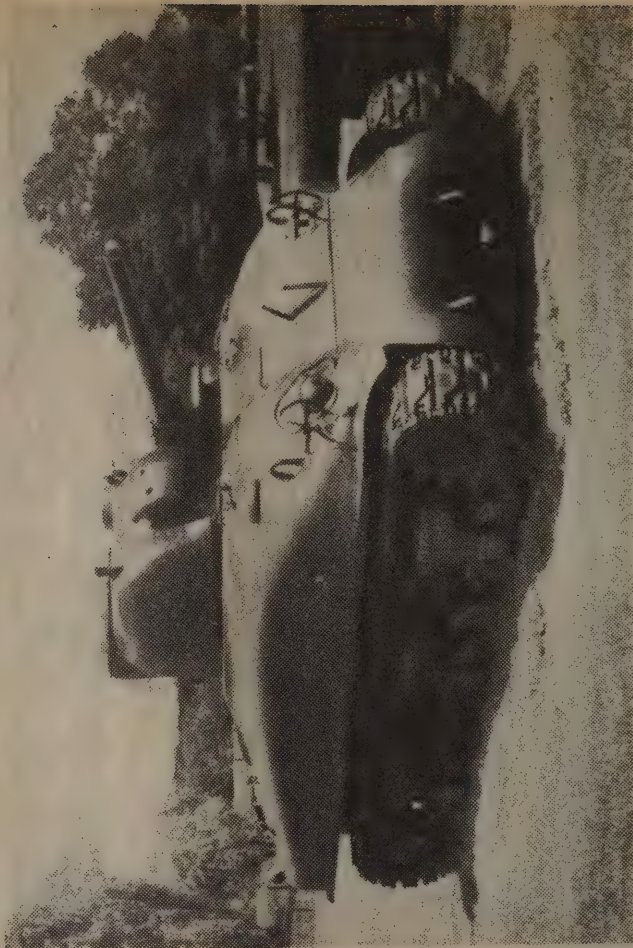
Not far from Grass Rides is the Pin-

Incorporated: 1793
Square miles: 14.99
Population: 6,988



gree School off Highland Street, the site of the former Saltonstall Farms. The private school accommodates students from the area in grades 9-12. Another private school, Fairhaven Christian School, has rented space in the former junior high school building.

The community attracts many horse-



A Patton Tank, from World War II, is on display at Patton Park in Hamilton.

enthusiasts because of its many stables and the famous Myopia Hunt Club, which sponsors fox hunts and polo.

Last summer the Continental Young Riders' Championships were held at Flying Horse Farm, owned by John Pingree.

Hamilton was once part of Ipswich

and was called the Hamlet or Ipswich Hamlet, according to Rupert Lilly, local historian.

The area developed into primarily agricultural and the beautiful scenery appealed to the early colonists, said Lilly.

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Peabody

Proposed Site of

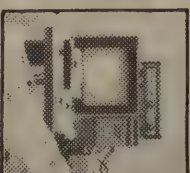
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- North Shore Regional Kidney Dialysis Center
- North Shore Birth Center
- Nutrition & Fitness Center
- Occupational Health Services
- Numerous Allied and Community Health Services



Beverly Hospital

BH

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LYNN POST 3.4.84

The Alzheimer Support Group will meet at Beverly Hospital, Wednesday at 5 p.m. There is no charge and new members are welcome. For further information contact the Social Service Department.

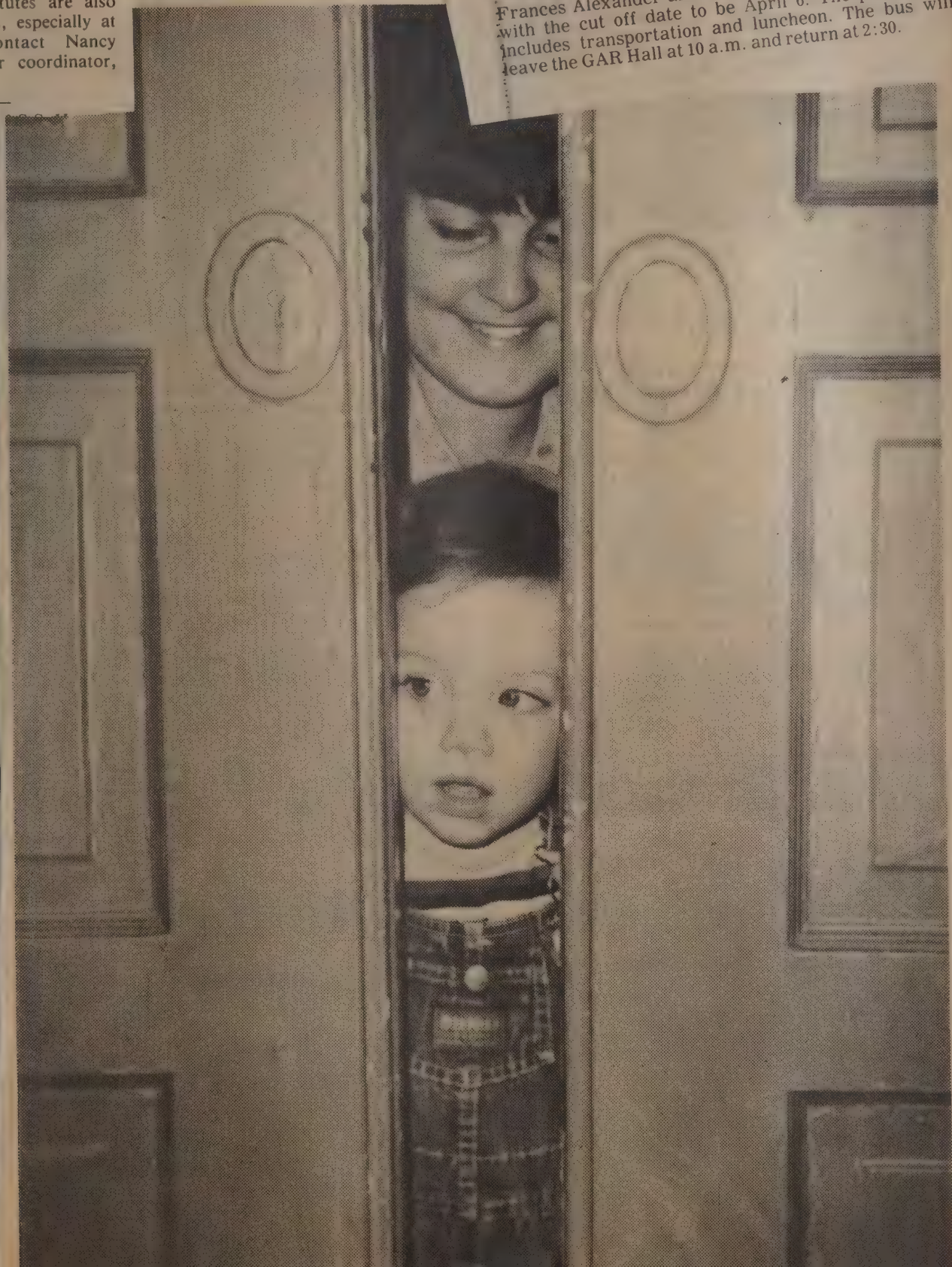
Volunteers are needed in Beverly Hospital's Coffee Shop, Mondays and Wednesdays, 12:30 to 4 p.m. Substitutes are also needed other days, especially at lunch time. Contact Nancy Cantley, volunteer coordinator, for more details.

TIMES 3.12.84 * *

Dates To Remember

The next Brunch at Beverly Hospital will be Sunday, April 8. There will be a speaker and the bus will take a tour, following breakfast, to the Northshore Shopping Center where the Health Work Fair will be held. Volunteers are needed to help out at the Fair. Please contact the Council on Aging for reservations and to volunteer. Telephone: 927-7025.

A trip to the State House is being planned by Rep. Frances Alexander and Winnie Sanborn for April 11, with the cut off date to be April 6. The price of \$8 includes transportation and luncheon. The bus will leave the GAR Hall at 10 a.m. and return at 2:30.



HEALTH

Making old age enjoyable

Many people simply accept old age with all its disadvantages; they put up with its pains and losses and resign themselves to suffer in silence. Others resent it, protest it, rail against it. We are suggesting another course: Take all possible steps to increase the chances you will enjoy it... Instead of learning to bear the taste of bitter fruit, you can squeeze that last sweet drop of juice from the orange.

B.F. Skinner from "Enjoy Old Age"

By ANNE DRISCOLL
Times staff

Imagine what life would be like with cotton stuffed in your ears, vaseline smeared on your glasses, and heavy shoes on your feet.

For many elderly, that is the experience of being old.

But, B.F. Skinner, the 79-year-old renowned behaviorist from Cambridge, promises that old people need not suffer the infirmities of aging without aid.

A senior citizen who has done a majority of his respected research in the last decades of his life, Skinner encourages the aged to manipulate their environment in order to minimize their discomfort and maximize the quality of their lives.

Skinner is no novice to the unpleasantness of old age, such as failing eyesight. He once ate a hard-boiled egg — shell and all — that he believed to be a Chinese delicacy in the dim light of a dinner party. To save others from such a humiliation, he now suggests old people bring flashlights when dining in

- Do tasks as you remember them or keep a paper and pen handy to make a list. For example, if you hear it's going to rain, move your umbrella to the door handle right away so you won't forget it.

- Above all, stay active. This exercises your mind and other faculties and offers its own emotional rewards.

Betty LeClerc, head nurse of the elderly day program at Shaughnessy Hospital in Salem agrees with Skinner's philosophy. She said she believes patients should recognize and accept whatever ailments may limit their eyesight, memory, movement, or hearing.

"There are a lot of people that hide the disabilities they have," said Ms. LeClerc. "For example with memory loss — they might make notes to remind themselves, but hide the notes from others."

Ms. LeClerc said day care programs such as the one operating at Shaughnessy is a way of improving the environment most elderly people spend their days in. Among others who share their age and infirmities, their safety is regulated, meals are provided, and handicapped accessibility is available.

"Many times they're afraid to let people know whether their hearing, vision, or memory is impaired because they're so afraid they're going to be labeled senile. They'll try to pretend or they'll try to deny it themselves because they don't want to admit they're getting older and their senses are failing," said Ms. LeClerc.

aged persons who have not collected their mail.

"We try to let them know that they're not the only ones with the disability. They are not alone, she said.

"We try to get them involved in community as much as possible whether it's the Council on Aging or a day care center. We provide a lot of socialization because people who are alone tend to deteriorate physically and mentally much more clearly. It's almost like a sensory deprivation, where as if they can get out, get stimulated, and form a new peer group they will be better off."

One way elderly people can get involved is to participate as a volunteer for the Lifeline Program at Beverly Hospital, a remote control emergency response system for the elderly. The Lifeline Program at Beverly Hospital began in October and provides elderly subscribers a direct telephone link with the hospital in the case of an emergency.

Bonnie Shelkrot, Lifeline Coordinator, said many old people have volunteered their services performing clerical work, installations, follow-up inspections, and even installing a computer system for the program, which provides a telephone line connected by remote control to the hospital that is activated by elderly subscribers in distress.

She said the program benefits enormously by involving older volunteers who can relate to the elderly subscribers of Lifeline. And she said, the older volunteers benefit from socializing and helping others.

But, even if an older person isn't able to volunteer, Ms. Shelkrot said it's important

THE TIMES
WEDNESDAY
MARCH 14, 1984

MEDICAL MERGER:

Two local physician groups merged on March 1, 1984 to offer family-centered medical care to the North Shore.

Comprehensive Medical Inc. of Beverly and North Shore Pediatric Associates, Inc. of Danvers have formed one of the first multi-specialty primary care practices on the North Shore. The new group is to be known as North Shore Comprehensive Care.

Comprehensive Medical Care was established in 1970 at 550 Cabot St., Beverly. The physician members are Frank S. Carbone, Jr., M.D., James H. Clifford, M.D. and David C. Dobson, M.D. All are specialists in internal medicine.

North Shore Pediatric Associates has served the North Shore for 25 years. The pediatricians are Lawrence J. Essember, M.D., Nathan H. Fearer, M.D. and Peter H. Short, M.D. Their offices are at the Danvers Medical Building at 2 Orchard Lane, Danvers.

Pediatrics and Internal Medicine Services will be provided at both the Beverly and Danvers centers, so that children and adults may now receive care in the same location. Both centers will provide laboratory services, and the Beverly center will be adding x-ray facilities.

The merger and formation of the new professional corporation will also allow the physicians to affiliate with the Multi-Group Health Plan, a well-established and federally qualified HMO (Health Maintenance Organization) with 37,000 members.

To the Editor:

I have known the J. B. Thomas Hospital for the past 50-60 years and it hasn't changed all that much. The names and faces have changed and they have gone big time in the salary department, but it's still politics as usual.

I don't understand why the city of Peabody is still in the

hospital business when we have an excellent Salem hospital available to all.

I wonder why someone on the city council doesn't have the courage to stand up and make a motion to sell or close the hospital. All the residents of Peabody would benefit in the long run.

JOHN KUTZA
Peabody

Volunteers are needed in Beverly Hospital's coffee shop on Mondays and Wednesdays, from 12:30 to 4 p.m. Substitutes also are needed other days. Contact Nancy Cantley, volunteer coordinator, at 922-3000, ext. 2307.

HW Chang
3/14

Stop smoking ^{NEWS} 3.14.84

BEVERLY — An introductory program for a Stop Smoking Workshop will be sponsored by Beverly Hospital, Friday, March 23 at 7:30 p.m.

The lecture is free and will be held in the hospital lecture hall.

Conducted by Dorothy Congdon of Beverly, a former smoker, the discussion will include the addiction to smoking and why it is difficult to quit.

Those who attend will learn more about the eight-session stop smoking program which begins Thursday, March 29 at the hospital.

Call the hospital for more details.

If you want to be a "9" instead of a "12" ...



try our weight loss and exercise program on for size.

Sponsored by
Beverly Hospital's

Nutrition & Fitness Center

- 8 week courses beginning soon
- adolescent and adult groups
- morning, after school and evening hours
- conducted by health professionals

Call 922-3000, Ext. 3438.

Enroll now in the weight loss and exercise program
sponsored by Beverly Hospital.



Salem News 3.14.84

The Child Development Center (Day Care) at Beverly Hospital in the former nurses' building has completed its second year of operation. The center is for children of hospital employees and offered as a benefit although parents still pay for the children to attend. Among those taking advantage of the facilities are Debbie Cagney with son Peter, one year old, and Carolyn Winkler with Caitlin, three months. *The Salem News/Kirk Williamson*

Child fingerprinting planned

TIMES 3.13.84

BEVERLY — Fingerprinting of children is a free service that will be offered at Beverly Hospital Tuesday, March 20.

The fingerprinting will be conducted under the direction of the Essex County Sheriff's Office by volunteers from the Field Services Division.

Each child will be fingerprinted individually and the prints will be given to the parents for their own records in the event they are needed for identification purposes.

If a child is missing, the finger-

prints could be one of the most important tools used to find him.

According to Captain Kevin Leach, commander of the Field Services Division, the purpose of the program is to increase awareness of the problem of missing children.

The Sheriff's Printing of Tots, or S.P.O.T. program, was devised by Sheriff Charles H. Reardon in conjunction with the Field Services Division.

Beverly Hospital is sponsoring the S.P.O.T. program as a commu-

nity service during the observance of Children and Hospital's Week, a national public education campaign to increase knowledge of the psychosocial needs of children and their families that promotes the ways in which hospitals meet these needs.

Along with the fingerprinting, there will also be a puppet show, play, storytelling and refreshments.

For more information, call the Beverly Hospital at 922-3000, ext. 2480.

Key to freedom is spelled ACK

Totable dialysis kit promises mobility for kidney patients

By **STEVEN MCGILVARY**
Times staff

BEVERLY — Donald Ingraham's face beamed signals of satisfaction as he talked about doing the forbidden — taking a two-week vacation away from home.

The Ipswich resident had always dreamed of snorkeling in the Carribean or hiking through Colorado's Rocky Mountains. But his 13-year bout with kidney disease had kept him a prisoner of dialysis machines, chaining him to the nearest treatment center at Beverly Hospital.

Two weeks ago, however, thanks to the inexhaustible fund raising efforts of Ingraham, the first portable hemodialysis machine available in the Boston area arrived at Beverly Hospital's dialysis unit.

The new 15.7 pound "Attache Case Kidney," in the shape of a small suitcase, can be used wherever running water and electrical current are available.

For kidney patients like Ingraham, who cannot stray from the hospital's life-saving, yet immobile, dialysis machines for more than three days, the portable ACK represents a step closer to normality.

Ingraham developed kidney disease, and a dependence on dialysis machines, at the age of 19. Allergic to the drugs that make kidney transplants possible, his only hope for a normal life was to find a portable dialysis machine.

Last March, while Ingraham was undergoing the five-hour, blood cleansing process, he read an article about a new dialysis system developed by Dr. H. Martin Friedman and James Hutchinson of New York that had been recently approved by the federal Food and Drug Administration — the ACK.

"Fantastic," Ingraham said to himself. "There is a machine out there I can use."

The kidney patient immediately drew up a fund raising proposal to obtain the \$7,500 machine for the hospital's North Shore Regional Dialysis Unit. Another \$2,500 was also needed to train two of the

unit's nurses on the equipment. "They (the hospital) backed me 100 percent," Ingraham said.

More than \$17,000 in donations has been collected so far, and another \$3,000 in pledges will be made good by the end of this month, Ingraham said. The Mutual Insurance Company of New York contributed \$3,000 to the cause, and a pancake breakfast at the Briscoe Junior High School, sponsored by McDonalds, netted another \$2,400.

Ingraham said people gave, because "They knew where their money was going. They could see the machine right at the hospital."

Each donation was also accompanied by a note expressing excitement and good-will for the project. "I was really touched," Ingraham said.

Carol Elliot, one of the nurses trained on the ACK, said the only new feature of the portable machine involves how water is used, along with other chemicals, to purify a kidney patient's blood. In the hospital's stationary dialysis units, a continual flow of fresh

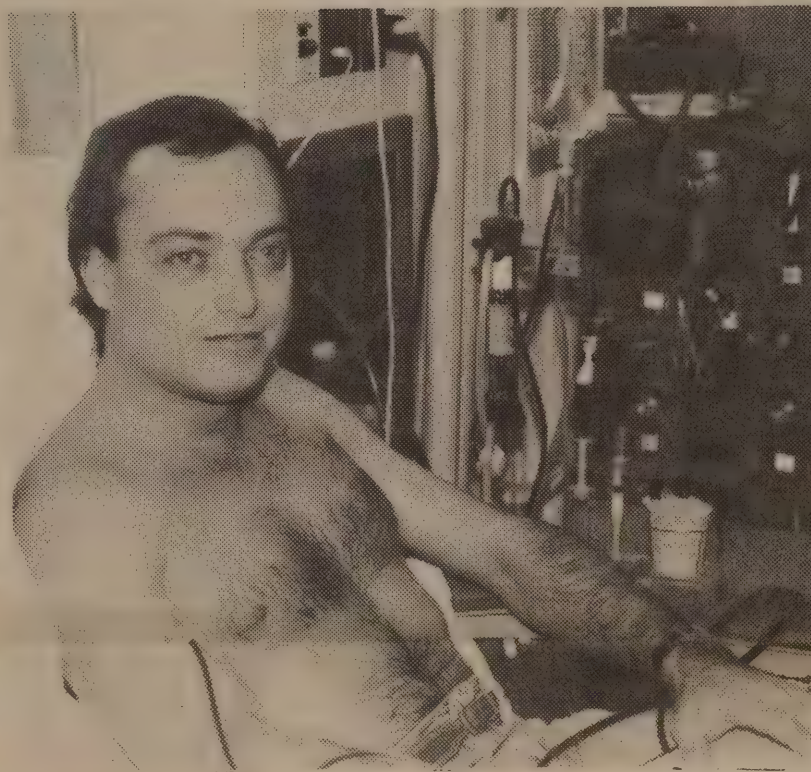
water and dialysis fluid intermingles with the blood. The ACK, however, will use the same gallon of cleansing fluid for each hour of treatment.

"It's the difference between taking a bath as opposed to taking a shower," Mrs. Elliot said. "Both will get you clean."

Of the hospital's 100 kidney patients who need artificial blood filtering several times a week, 29 are termed "limited" or "home care" individuals capable of administering their own dialysis treatment. Such patients are eligible to use the ACK — good for a maximum of two weeks treatment.

Mrs. Elliot predicted two days of instructions on the portable machine will make limited and home care patients proficient in its use.

Ingraham said he hopes for continued financial support to absorb any future maintenance costs which might otherwise shut down the ACK. Further funds may also be used to purchase another portable dialysis machine, he said.



Steven McGilvary photo

Donald Ingraham receives dialysis treatment from stationary unit at Beverly Hospital.

Ingraham, recalling his years on dialysis, said he has never vacationed more than three days from home. "It's something you adapt to," he said. "But you get into a tremendous rut."

For Ingraham and others afflicted with kidney disease, an itinerary for travel must include pre-scheduled appointments at the nearest dialysis unit. And acceptance at unfamiliar units is not always assured.

"They won't talk to you personally at other units," Ingraham stressed. "They want to talk to social workers, because they don't think you understand the process of dialysis."

"If you do get accepted (at a unit), times on dialysis could range anywhere from 5 a.m. to 11 p.m.," he continued. "That's hard when you are on vacation."

Frank Tieuli is another kidney patient who undergoes dialysis at Beverly Hospital. He is also the Eastern United States bronze medalist in ice dancing, and he must often confront the problems of travel.

"You really are a prisoner of this machine," the skater said of his condition.

Referring to dialysis units he has encountered while competing throughout the country, Tieuli said, "All they care about is dialysing you and getting you out. The bottom line is making buck."

The average cost of a five-hour dialysis treatment is about \$20 plus another \$25 in doctor fee according to Beverly Hospital officials.

"I know what my needs are," Tieuli said. "If I had the portable dialysis machine while I was competing, I could have had a much more enjoyable time."

Ingraham said he and his wife plan to visit the White Mountain of New Hampshire when the machine becomes available for patient use later this month.

"I can't imagine how it will like to be away for two weeks," said. Then, after a very short pause, he countered, "Yes, I know what it will be like freedom."

EDITORIAL

THE TIMES
WEDNESDAY
MARCH 14, 1984

ONST DAYTON DATA, NEWS

Mike Peters



ring more than once

IT SEEMS TO ME

By Al Tatarunis

On Feb. 29, 1984, I retired for the first time. After 31½ years in public education, it's difficult to believe that my life will no longer be affected by changing school committees.

Just a few months I have gone through — the last concert, the last school budget, the last meeting, the last school and the last paycheck. At first it was adjusting to the fact that my career in education was concluding; that I would no longer have my staff and my title.

On the final day approached, I began to realize that I would no longer have my staff, my staff and my title.

At the moment the question, "Now that you're retired, what will you do?" popped into my mind. The answer came as quickly as had

the question, "I'm going to be me!" The answer was obvious and didn't take any deep thought or lengthy deliberation. At that moment I realized that I had always been *me*, and that I would always be *me* and the title never really changed that fact and neither would any future title.

During the past few months I have discovered that retiring from a position which has been so personally and professionally satisfying is much easier when you finally decide to *let go*. Once you face the reality that that particular part of your life is over, that it is now part of the past and that there are many other new horizons which need your attention and exploration in the present and the future, letting go is very easy.

Once that realization came to me, retirement at age 58, with all of its uncertainty, became quite exciting. Just imagine, at this time of my life, I not only had the opportunity to begin a new career, but I also had the drive and desire to "give it a try."

Everyone should retire more than once, because each retirement provides us with the opportunity to rejuvenate our spirit, to develop a new perspective toward life and to recognize that chronological age does not necessarily mean old age.

Al Tatarunis recently retired as director of music, media services and drama for the Danvers School Department. He is embarking on a new career in therapeutic hypnosis.

LETTERS

Visiting Beverly

To the editor:

Some weeks ago I was in your fair city and, naturally, as a stranger was seeking information and directions.

I am still amazed that so many people could not or would not direct me to the Beverly Historical Society. Responses were only a little varied: "I don't know"; "Gee! I've never been there"; "It's down this street, I think"; "That's it over there" (turned out to be the public library); "Down near City Hall".

Frustrating to say the least. The City Hall clue got me closer and a very pleasant clerk sent me in the right direction.

Following is what I learned about the most interesting Beverly Historical Society in my short time there, from seemingly inspired and knowledgeable volunteers — too few I'm told.

The Beverly Historical Society is located in the Cabot House at 117 Cabot Street, a block south of Beverly City Hall. This beautiful, 2½-story, Federal-style, brick mansion built by merchant John Cabot in 1781 has two main staircases of unusual beauty extending to the attic. The balusters and rails are gracefully turned and ramped. The plain and somewhat massive woodwork is typical of Beverly. It truly is one of the most lovely mansions of Revolutionary America.

In it, the society has period rooms; changing exhibits such as the present "Washingtons Navy"; a collection of articles, apparel, literary works and the paintings of Lucy Larcom; Samuel McIntyre drawings; portraits of early Beverly citizens and a Civil War room which features a rogues gallery of all of Beverly's sons who participated in the War Between the States.

Of special interest to many railroad buffs is the Walker Transportation Collection. It contains scale models of steam engines, old station signs, firemen's tools, sleeve buttons, locomotive whistles, books and maps.

The society's libraries are, perhaps, its greatest asset. They contain many rare books and manuscripts and autographs of many famous persons. Their shipping records are second to none. Genealogists will find a worthy research library. What a shame that so few people know of and use this great resource of their own history.

V. Stoller
Bristol, N.H.

LETTERS

The Times encourages letters. They must be signed and include addresses for verification. Letters may be edited for libel or length. To avoid errors, letters should be typewritten, at least double-spaced, or clearly written on one side of the paper. Send them to Letters, The Times, Dunham Road, Beverly, Mass. 01915.

How would anyone feel

TIMES 3.15.84

BABYSITTING COURSE: The Beverly Hospital staff will conduct a four-session babysitting course for children of 11 years or older at the Community House of Hamilton and Wenham starting Monday, March 19, from 3 to 5 p.m. The second session will be Wednesday, March 21, and the third session will be Monday, March 26. The fourth and last class will be held at the Beverly Hospital on Wednesday, March 28. All classes will be from 3 to 5 p.m.

Topics to be covered: telephone protocol, child development, diapering, accident prevention, first aid — including choking, police and fire safety, disciplining children and ethics.

A list of graduates will be maintained at the libraries, the Beverly Hospital and at the Information and Referral Center in the Community House.

The fee for the course is \$5. For registration information call the Community House at 468-4818.

Tuesday
1.5 PM. 3.18.84

FINGERPRINTING OF CHILDREN, will be offered as a free service at Beverly Hospital between 1-5 p.m. in the Nutrition and Fitness Center, Herrick Street, Beverly. Along with the fingerprinting, there will also be a puppet show, play, storytelling and refreshments. For information call 922-3000, ext. 2480.

Medical groups merge practices

North Shore Pediatric Associates Inc. of Danvers and Comprehensive Medical Inc. of Beverly have merged their practices to form North Shore Comprehensive Care.

The new medical group will provide multi-specialty primary care at both the Danvers and Beverly offices.

The new group will provide North Shore residents and workers with services through the Multigroup Health Plan, a federally qualified health maintenance organization with 37,000 members. The HMO's coverage has been limited to Boston and the South Shore.

Members of the new medical group will also continue to see their private patients.

North Shore Pediatrics at the Danvers Medical Building has served the area for 25 years.

Physician members are Drs. Lawrence J. Essember, Nathan H. Fearer and Peter H. Short, all pediatricians.

Comprehensive Medical Care was established in 1970 at 550 Cabot St. in Beverly.

Physician members are Drs. Frank S. Carbone Jr., James H. Clifford and David C. Dobson, all internists.

Both centers are now providing pediatric and internal medicine services. Both offer laboratory services and the Beverly center will be adding X-ray facilities.

DANVERS HERALD 3.15.84

CRICKET 3.14.84

Kidney Dialysis Center

The North Shore Regional Kidney Dialysis Center, located at the Beverly Hospital in Beverly since 1969, is the second largest hospital-based dialysis treatment facility in the Commonwealth.

Recent renovation and expansion of the Center has allowed centralization of all dialysis services and functions in a large, attractive and modern setting.

The Center includes eleven dialysis care stations where patients are fully supported by highly trained medical, nursing and professional staffs, and six unit-care stations where selected patients may perform most of their own dialyzing. A home training unit is available to train both patient and partner in the techniques of hemodialysis to be performed in their own home. Continuous Ambulatory Peritoneal Dialysis (CAPD) is so available for eligible patients who wish to perform dialysis at home and do not have a partner available.

The North Shore Regional Kidney Dialysis Center currently serves 100 patients, operating in three daily shifts six days per week.



The Salem News/Dave Matt

Ten-month-old Alexandra Herter was less than thrilled as she was fingerprinted Tuesday at Beverly Hospital as part of a fingerprinting program by the Essex County Sheriff's Department. Mrs. David Herter of Beverly Farms holds her daughter while the process is completed by Lou Wadach, left, and Sheriff Charles Reardon.

Women's Health Issues Series

LYNN SUN. POST
3.18.84

BEVERLY — Making Choices is a continuing series of programs on women's health issues. Sponsored by the Beverly Hospital Community Health Service Department, the series is designed by women, for women and about women.

The first presentation of the series will be a panel discussion with five local women on March 29 from 7-9 p.m. in the Beverly Hospital Lecture Hall.

The women range in age from 20-80 years. All have different backgrounds and lifestyles, different levels of education and life experiences. All five also have something in common. They have all made choices that affect their total health and well-being as women, wives, and mothers and breadwinners.

The panelists are Brenda Stone, Coordinator of the North Shore Community College Women's Center; Susan Campell, student and adolescent counselor; Judy Ward, homemaker and volunteer; Florence Dunn, nursing home resident; and Ruby Tibbetts,

volunteer.

Their presentations will include marriage, family careers, education, finances and health.

A registration fee of \$3 will be charged for attendance. Interested women may contact the Beverly Hospital Community Relations Office for registration and further information.

The "Making Choices" series was devised by a Hospital steering committee as a means of addressing the changing needs of today's women. The panel discussion and other preliminary plans for future programs in the series are the result of the interest and insight of a community advisory committee.

The advisory group included Brenda Stone and Judy Ward, "Making Choices" panelists; Dr. Carol Hawkes, President, Endicott College; Joseph D. Walsh, Jr., Director of Public Health; Christine Sandulli, Beverly Times; Peter Gilmore, Attorney; Carol Ballentyne, Social Worker; Joanne Patton, certified administrator of volunteer services;

Rep. Frances Alexander; Dolores Emspak, M.D.; Joan Mikula, Director, Project RAP; Edith Lowell, Public Relations Consultant; and Jo Stewart Lennox, Salem News.

The internal steering committee include Beverly Hospital staff members Judith Hickey, Director, Community Health Services; Susan Hancox, Director, Personnel; Nancy Birt Pratt, Training and Development Coordinator; Nelda Quigley, Director, Volunteer Services; Bonnie Shelkrot, Lifeline Coordinator; and Grayce Kushmerek, Community Relations Coordinator.

POSTER

Air Force Airman 1st Class John E. Norwood, son of Earle M. and June E. Norwood of Peabody, has arrived for duty at Loring Air Force Base, Maine. Norwood, an aircraft armament specialist with the 42nd Munitions Maintenance Squadron, was previously assigned at Clark Air Force Base, Philippines.

Children fingerprinted

TIMES 3.22.84

BEVERLY — The Essex County Sheriff's Department fingerprinted 415 children at Beverly Hospital Tuesday afternoon.

Demand for the fingerprinting was much larger than expected, according to Captain Kevin Leach, and more help was called in to keep the lines moving.

"Sheriff (Charles) Reardon showed up and he was fingerprinting," said Leach. "We were swamped. We had to call in additional help."

The hospital fingerprinting was part of the Sheriff's SPOT program (Sheriff's Printing of Tots), according to Leach. He said the program is run by the sheriff's Field Services Division.

Leach said if Beverly area parents are still interested in having their children fingerprinted, but missed Tuesday's session at the hospital, they can go

to the Liberty Tree Mall Saturday, March 24 where a program will be conducted from 1-8 p.m.

According to Leach, the Sheriff's Department has conducted other fingerprint programs at area shopping centers, exceeding more than 1,500 children each time.

Leach said SPOT is available to any community group. "If groups or organizations contact us, we'll go out and do it," he said.

Leach said he wanted to thank the Paulard Press on Cabot Street for donating the fingerprint cards and the Neptune Uniform for donating the other fingerprinting materials for the Beverly Hospital program.

If groups are interested in the SPOT program, Leach can be reached at 741-0200, Ext. 361.

415 children have fingerprints recorded

BEVERLY — An overwhelming crowd of 415 children were fingerprinted in four hours at Beverly Hospital this week by members of the Essex County Sheriff's Department Division headed by Capt. Kevin Leach.

Leach said the program, a bigger success than he expected, resulted in a call for additional deputies to help with the duties.

Children's fingerprints were taken by the deputies, Sheriff Charles Reardon and several Beverly

back and always take the print cards when the family is traveling. Leach said the program was made possible by donations of fingerprinting

cards by Paulard Press on Cabot Street and equipment donated by Neptune Uniform Company of Haverhill. The program will be repeated Saturday

from 1 to 8 p.m. at Liberty Tree Mall, at which time Leach said he expects upwards of 5,000 little ones for the SPOT (Sheriff's Printing of Tots) program.

rector of Child

TIMES

3.21.84

HEALTH SERIES: The third session of the Community Health Series presented by the Beverly Hospital and the Community Service of Hamilton and Wenham had to be postponed last Wednesday because of bad weather. The lecture, "Health and Hospital Care" will be presented on Wednesday, March 28, from 1:30 to 2:30 p.m. at the Community House.

The presentation is free, and refreshments will be served. This lecture covers nursing care of the elderly, geriatric assessment for a comprehensive approach to health care needs, and understanding Medicare and other health care insurance. The lecturers are Gail Balentine, RN, and Ron Wood, Director of Patient Accounts at Beverly Hospital.

Health series rescheduled

HAMILTON-WENHAM — The third session of the community health series presented by Beverly Hospital and Community Service of Hamilton and Wenham, postponed last Wednesday because of the weather, has been rescheduled for Wednesday, March 28 from 1:30 to 2:20 p.m. at the Community House, 284 Bay Road.

The lecture is entitled "Health and Hospital Care." There is no charge. Refreshments will be served.

It covers nursing care of the elderly, geriatric assessment for a comprehensive approach to health care needs and health care insurance, including Medicare. The lecturers are Gail Belentine, RN, and Ron Wood, director of patient accounts at Beverly Hospital.

Child fingerprinting

BEVERLY — Free fingerprinting of children, under the auspices of the Essex County Sheriff's Office by volunteers from the Field Services Division, will be offered at Beverly Hospital, Tuesday, March 20, between 1 and 5 p.m. in the Nutrition and Fitness Center.

The purpose of the program is to protect children in case they disappear and to increase awareness of the problem of missing children.

The Sheriff's Printing of Tots, or S.P.O.T., was devised by Sheriff Charles H. Reardon in conjunction with the Field Services Division. Beverly Hospital is sponsoring S.P.O.T. as a community service during the observance of Children and Hospital's Week, a national public education campaign which strives to increase knowledge of the psychological needs of children and their families and promotes the ways in which hospitals meet these needs.

A pre-natal dance/exercise class will begin at the **Beverly Hospital** on Friday, March 30, from 4:30 to 5:30 p.m. Classes will continue for six consecutive sessions, ending May 4. A fee of \$20 will be charged. To pre-register, call 922-3000, ext. 2200.

A monthly breast self examination teaching program will begin at the **Beverly Hospital** on Thursday, April 2, from 7:30 to 9 p.m. in the outpatient department.

The program is not intended to replace regular physical examinations by a physician. Pre-registration is required. Call 922-3000, ext. 2740.

An introductory program for a **Stop Smoking Workshop** will be sponsored by the **Beverly Hospital** on Friday, March 23, at 7:30 p.m. It is free. For more information call 927-0721.

H-W CHRONICLE 3.21.84

SALEM NEWS 3.22.84

H-W CHRON. 3.21.84

Lecture is on health care

The third session of the Community Health Series presented by the Beverly Hospital and the Community Service of Hamilton and Wenham was postponed last week because of snow. The lecture, "Health and Hospital Care," will be presented on Wednesday, March 28, from 1:30 to 2:30 p.m. at the Community House.

The lecture covers nursing care of the elderly, geriatric assessment for a comprehensive approach to health care needs, and understanding Medicare and other health care insurance.

The lecturers are Gail Balentine, RN, and Ron Wood, director of patient accounts at Beverly Hospital.

The presentation is free and refreshments will be served.

Gloucester Times 3.19.84

Fingerprinting program planned

By SALLY O'MALEY
Times correspondent

ESSEX — A free program for fingerprinting children will be offered at tomorrow from 1 to 5 p.m. in the Nutrition and Fitness Center of Beverly Hospital.

The fingerprinting will be conducted by the Essex County sheriff's office, with volunteers from the Field Services Division.

Each child will be fingerprinted and the prints given to their parents for their own records in the event they are needed for identification purposes. If a child is missing, the fingerprints could be used to find him or her.

Captain Kevin Leach, commander of the Field Services Division, said the purpose of the program is to increase awareness of the problem of missing children.

"It is protection for the children in case they disappear, and I urge parents to take part in this program," Leach said.

ESSEX

The Sheriff's Departments Printing of Tots or S.P.O.T. program was devised by Sheriff Charles Reardon in conjunction with the Field Services Division. Beverly Hospital is sponsoring the S.P.O.T. program during the observance of Children and Hospital's Week, a national public education campaign to increase knowledge of the psychological needs of children and their families and to promote the ways hospitals meet these needs.

Along with the fingerprinting, there will also be a puppet show, play, storytelling and refreshments.

Anyone wishing more information should call the hospital at 922-3000; extension 248. The program is open to children of all ages in this area.

TIMES 3.22.84

STROKE CLUB: The Beverly/Danvers Easter Seal Stroke Club will hold its monthly meeting at the Beverly Hospital Lecture Hall Thursday, April 5 at 1:30 p.m.

The guest speaker will be Margaret Phillips, physical therapist at Beverly Hospital. Her subject will be "Post Stroke Therapy and range of Motion Exercise."

Refreshments and conversation will follow the program. Friends and relatives are welcome. For transportation call Wings — 774-1739, Beverly Council on Aging — 927-7025 or North Shore Transit Handi-Ride — 532-2727.

Stroke Clubs are sponsored by the Easter Seal Society for those who have suffered a stroke, their families and friends. The club provides members with the opportunity to socialize and share experiences with others.

For further information call Denise Daugherty at the Easter Seal Society, 20 Ballard Road, Lawrence.

Beverly Hospital's Stop Smoking Clinic

BEVERLY — An introductory program for a Stop Smoking Workshop will be sponsored by the Beverly Hospital on Friday at 7:30 p.m.

The introductory session is free of charge and will be held in the Hospital Lecture Hall.

Conducted by Dorothy Congdon of Beverly, a former smoker, the discussion will include the addiction to smoking and why it is difficult to quit. The program emphasizes the importance of group support and offers non-stressful aids to help in quitting.

Those who attend the introductory program will learn more about the eight session workshop, which will begin at the Hospital on March 29. The Stop Smoking Workshop will continue on Mondays and through April 23.

For further information, interested persons may contact Mrs. Congdon at 927-0721.

GOINGS ON

EXERCISE LECTURE: Shaping Up For Spring," a lecture on exercise sponsored by Hamilton-Wenham Community Services Inc. and Beverly Hospital was postponed because of last week's blizzard until Tuesday, March 20.

John Prochilo, an exercise physiologist, will speak on physiology and its role in weight loss from 7:30-8:30 p.m. at the Community House.

The lecture is free and open to the public.

TIMES 3.22.84

H-W CHRON 3.25.84 POST

FITNESS FAIR: Are you interested in improved health, fitness and nutrition plus computerized health analyses, free tests and screenings, and an opportunity to win free health services?

The "Feeling Well" Health Works and Fitness Fair April 6, 7 and 8 at the Northshore Shopping Center in Peabody will offer all this and more.

The full three-day program of exhibits and events will be sponsored by the Beverly Hospital. Hours are 11 a.m. to 8 p.m. Friday and Saturday and noon to 6 p.m. Sunday.

Hands-on demonstrations, health screenings, and exhibits will include these Beverly Hospital services: bioenergetics laboratory,

pulmonary function, nutrition and fitness center, occupational health, maternity, pediatrics, surgery, physical therapy, sports medicine, and a special display on computers and health technology.

Computerized analyses will provide individualized information on health risks and nutrition. A media center will offer numerous health education programs and literature.

The statewide Health Works project of free health screenings and professional summary of results will also be offered at the fair. J.B. Thomas Hospital will sponsor the Health Works testing Friday, April 6 and Beverly Hospital will sponsor these services Saturday and Sunday, April 7 and 8.

Free screenings will include height and weight, blood pressure, visual acuity, anemia, summary and referral. An extensive blood chemistry for cholesterol, triglycerides, sugar, etc. will be available for a fee of \$8. A cardiac risk profile may be added to this test for a total fee of \$14.

The Health Works screening is available to anyone aged 18 years or older. For those who wish to have the blood chemistry tests, fasting is required for four hours prior to the basic chemistry test and for 12 hours prior to the cardiac risk profile.

Stage performances will be held at scheduled hours throughout the three day fair. Demonstrations will include aerobics, karate, fashions for fitness and more.

Participants may also register to win free health services including a cardio-pulmonary stress test and exercise prescription, eight-week weight loss and exercise program, personalized diet counseling session, eight-week weight loss and exercise program, personalized diet counseling sessions, sports medicine evaluation and other health and fitness programs offered by the Beverly Hospital.

The "Feeling Well" Health Works and Fitness Fair offers something for everyone: children, adults and seniors. For further information, contact the Beverly Hospital Community Relations Office.

TIMES 3-23-84 18:57:08

LYNN SUN. POST 3.25.84

Beverly Hospital Offers Feeling Well Health Works

BEVERLY — Are you interested in improved health, fitness and nutrition plus computerized health analyses, free tests and screenings, and an opportunity to win free health services?

The "Feeling Well" Health Works and Fitness Fair on April 6, 7, and 8 at the Northshore Shopping Center in Peabody will offer all this and more.

The full three day program of exhibits and events will be sponsored by the Beverly Hospital. Hours are 11 a.m.-8 p.m. on Friday and Saturday and Noon-6 p.m. on Sunday.

Hands-on demonstrations, health screenings, and exhibits will include these Beverly Hospital services: Bioenergetics Laboratory, Pulmonary Function, Nutrition and Fitness

Center, Occupational Health, Maternity, Pediatrics, Surgery, Physical Therapy, Sports Medicine, and a special display on Computers and Health Technology.

Computerized analyses will provide individualized information on health risks and nutrition. A media center will offer numerous health education programs and literature.

The State-wide Health Works project of free health screenings and professional summary of results will also be offered at the fair. J. B. Thomas Hospital will sponsor the Health Works testing on Friday, April 6 and Beverly Hospital will sponsor these services on Saturday and Sunday, April 7 and 8.

Free screenings will include Height and Weight, Blood

Pressure, Visual Acuity, Anemia, Summary and Referral. An extensive blood chemistry test for cholesterol, triglycerides, sugar, etc. will be available for a fee of \$8. A cardiac risk profile may be added to this test for a total fee of \$14.

The Health Works screenings are available to anyone aged 18 years or older. For those who wish to have the blood chemistry tests, fasting is required for four hours prior to the basic chemistry test and for twelve hours prior to the cardiac risk profile.

Stage performances will be held at scheduled hours throughout the three day fair. Demonstrations will include aerobics, karate, fashions for fitness and more.

Participants may also register to win free health services including a cardio-pulmonary stress

test and exercise prescription, eight week weight loss and exercise program, personalized diet counseling session, sports medicine evaluation and other health and fitness programs offered by the Beverly Hospital.

The "Feeling Well" Health Works and Fitness Fair offers something for everyone: children, adults and seniors. For further information, contact the Beverly Hospital Community Relations Office.

POSTER

Army Pvt. Daniel C. Chatel Jr., son of Daniel C. Chatel Sr. of Lebanon, Pa., and Gloria Drown of Lynn, has completed basic training at Fort Leonard Wood, Mo.

Adult Foster Care Week under way

SALEM — Gov. Michael Dukakis has proclaimed the week of March 25-31 as Adult Foster Care Week and the period will be set aside to honor agencies which have pioneered the concept, hosts who have opened their homes to the elderly and the spirit of initial elders who have entered this new type of care.

Adult Foster Care matches families or individuals with an extra room in their home, or apartment, with elderly or disabled adults in need of assistance and companionship. Families are given a tax free payment of approximately \$465 per month.

North Shore Elder Services Inc., Peabody, is the lead agency of a program serving area residents. It works in cooperation with Greater Lynn Senior Services, Senior Home Care Services of Gloucester and Beverly Hospital. The service area includes 19 cities and towns on the North Shore.

During Adult Foster Care Week, Tracey Carlough, program director, will be available to answer questions. She will appear at the annual Health Works Fair at Salem Council on Aging Saturday, March 31. Information is available from Adult Foster Care, North Shore Elder Service, 535-6220, 598-2712 or 744-4184.

Salem News 3.26.84

Gloucester Times 3.26.84

Women's health program planned

ESSEX — Making Choices, a series of programs on women's health issues, will begin with a panel discussion featuring five local women, on Thursday, March 29 from 7 to 9 p.m. in the Beverly Hospital lecture hall.

Sponsored by the Beverly Hospital Community Health Services Department, the series is open to all women in the area. The series registration fee is \$3 and those wishing to take part are asked to contact the Beverly Hospital Community Relations office to register, or for further information.

The panel discussion Thursday will feature five women ranging in age from 20 to 80 years. All have different backgrounds and lifestyles, different levels of education and life experiences, but all have made choices that affect their health. The panelists will be Brenda Stone, coordinator of the North Shore Community College Women's Center; Susan Campbell, student and adolescent counselor; Judy Ward, homemaker and volunteer; Florence Dunn, nursing home resident and Ruby Tibbetts, volunteer.

The presentations will include discussion of marriage, family, careers, education, finances and health.

The "Making Choices" series was planned by a steering committee of hospital people as a means of addressing the changing needs of today's women.

Hospice sponsors lecture

Hospice of the North Shore will present programs featuring Dr. Bernie Siegel on Thursday, April 5, at Endicott College, Hale St., Beverly.

Dr. Siegel, a surgeon known for his success helping more than 1,500 cancer and other seriously ill patients learn to live better and longer, will present a seminar for health care professionals from 1 to 4 p.m. and a lecture for the public at 8 p.m.

Dr. Siegel, who is also an assistant professor of surgery at Yale University School of Medicine, originated the "Exceptional Cancer Patient" group therapy, which works with patients' images and drawings.

The seminar, "Psychology of Illness and Healing in Cancer Patients," will offer 3 CEU credits, and will be limited to 60 persons. The registration deadline is April 1. The fee is \$45. The evening lecture is entitled, "Love, Medicine, Miracles." A \$5 contribution is requested. A supper will be served from 5 to 7 p.m. in the Endicott College dining room for \$3.75 per person.

Beverly Hospital and Endicott College are joining Hospice of the North Shore in sponsoring these programs, for which proceeds will benefit Hospice's care and support programs for terminally ill persons and their families.

Coordinators for the program are Mona Hull, R.N., president of Hospice of the North Shore; Deborah Vetresca, R.N., volunteer service coordinator for Hospice of the North Shore; Carol Howard, M.S.W., Beverly Hospital; and Rev. Valjeanne Paxton, chaplain for Endicott College.

For further information and registration, contact Hospice of the North Shore, 283 Cabot St., Beverly, 927-7075.

Volunteers ease hospital visit

By STEVEN MCGILVARY
Times staff

BEVERLY — A special breed of volunteers at Beverly Hospital is comforting anxious patients about to undergo day surgery.

Volunteers of the Day Surgery Hostess Program begin helping patients "right at the door" when they arrive in the morning for surgery. They continue to help until the patient is discharged later the same day, according to director of volunteer services Nelda Quigley.

One of the 13 volunteers in the program, Joan Jones, described her colleagues as "special, regular people," who lead patients into conversation and get their minds off it (operation) for a while.

Another hostess at the hospital, Julia Holcomb, said the program's main function is "calming" apprehensive patients with one-to-one contact while explaining the procedures of surgery.

The Day Surgery Hostess Program started last October through the efforts of Mrs. Quigley and Dottie McNatt, clinical director of surgery. Hostess services are open all day, from Monday to Friday.

A need for the humanitarian organization was found in the frightened and anxious faces of patients entering the hospital for treatment, according to Mrs. Quigley. "We saw that people were very nervous and needed support," she

said. "Some are handicapped or have children (with them) and need another person to help them."

Mrs. Holcomb added many patients are overwhelmed with the size of the hospital and get lost. "They marvel at the length of some of these corridors," she said.

"The nurses and regular staff here, as wonderful as they are, just didn't have the time," Mrs. Quigley explained.

But the volunteers make time for the patients who fall into their care.

When a patient arrives, a hostess greets the person at the front desk. The person is then welcome to view a movie detailing the help he or she can expect from the hostesses.

The film presents a child and an adult being told of the procedure of the anesthesiologist and of the operating room they'll soon encounter. The movie assures the patient the hostesses will be there 100 percent of the time, Mrs. Quigley said.

"Every patient is different, the director said. "To allow for these differences, we have to be flexible. And we cope."

Another special function arranged by the hostesses is allowing the patient to be in the reassuring presence of family throughout the sometimes anxiety provoking experience.

"This is unique (at hospitals) and we are proud of it," Mrs. Quigley said of family involvement in

the program. "The patient won't feel like he's at the mercy of these strange looking people with masks on."

"The last person you (the patient) see before you go under is a family member, and the first person you see when you wake up is a family member," the director continued.

Doctors and nurses recognize the Day Surgery Hostess Program as being beneficial to the recovery of patients by calming them down prior to surgery, Mrs. Quigley said. "It helps with the healing process."

Patients have also expressed support for the program. "They are extremely grateful," Mrs. Holcomb said, recalling comments from patients once under their care.

One former patient wrote, "The volunteers who took us around for tests prior to admission were helpful and courteous. I find Beverly Hospital a very pleasant place."

Another word of praise penned by a recipient of the group's help said, "This is a new service and very informative, especially for those who have not been recent patients."

To the dedicated hostesses at Beverly Hospital, the praise is well deserved. As Mrs. Holcomb said, the two abilities each volunteer must be capable of performing are "lots of leg work and empathy."

College hosts cancer sessions

BEVERLY — An assistant professor at Yale medical school will present a program on cancer for health care professionals and another for the public, Thursday, April 5 at Endicott College.

Dr. Bernie Siegel is known for his success in treating more than 1,500 cancer patients to live better and longer.

He will speak to professionals at the college, from 1 to 4 p.m.

A lecture, open to all of the public, will be at 8 p.m. at the same location on the same night.

Beverly Hospital and Endicott College are joining Hospice of the North Shore in sponsoring these programs.

The benefits or proceeds from

the event will go to support programs for the terminally ill persons and their families.

Siegel is an assistant professor of surgery at Yale University School of Medicine. He originated "Exceptional Cancer Patient" group therapy.

The therapy works with patients' images and drawings.

The seminar, called "Psychology of Illness and Healing in Cancer Patients" will offer credits and will be limited to 60 persons in the medical field.

Registration deadline is April 1. The professional's fee is \$45.

The evening lecture for the public is entitled "Love, Medicine, Miracles". A \$5 contribution is requested.

A supper will be served from 5 to 7 p.m. in the Endicott College dining room for \$3.75 per person. It will be a time to recognize those experiencing different forms of anguish, related to cancer.

Coordinators for the program are Mona Hull, R.N., president of the North Shore; Deborah Ventresca, R.N., volunteer service coordinator for Hospice of the North Shore; Carol Howard, M.S.W., Beverly Hospital; and the Rev. Valjeanne Paxton, chaplain for Endicott College.

For more information and registration, contact Hospice of the North Shore, 238 Cabot St., Beverly.

Salem News 4.3.84

Med-1 to open 2nd health center at Syms Plaza in West Peabody

WEST PEABODY — Med-1 Walk-In Medical Center has announced it will open its second health care facility on the North Shore when it begins operation at Syms Plaza off Lowell Street in July.

It will be open 365 days a year and will have provisions for diagnostic work, minor surgery, X-rays and physical exams.

The new facility is a joint venture shared by Beverly Hospital and Med-1 Walk-In Medical Centers, MedQuest, a subsidiary of Northeast Health Systems, Inc. (the holding company for Beverly Hospital) and the Medical Group. The Medical Group is an association of physicians affiliated with Beverly Hospital.

This represents the first joint venture for Med-1 which opened its first center on Lafayette Street in Salem in October.

Richard C. Bane, president of Med-1, Robert R. Fanning Jr.,

president of MedQuest, and Dr. Phillip Herrick of the Medical Group, stressed that the new facility will provide state-of-the-art affordable health care to the communities of West Peabody, Lynnfield and North Reading.

Founder Bane noted in making the announcement, "When we opened the first Med-1 in Salem last year, we said that it was our intention to provide medical service where we saw a need, and to work with local firms and communities to provide that service. We're very pleased that these organizations have joined together and will be supporting our efforts in West Peabody."

Med-1 President Fanning applauded the step forward in bringing a fully equipped, carefully staffed medical center to a neighborhood which has an "obvious" need for this type of facility.

Fanning said, "We believe

that in order to provide quality, cost effective care in the future, established medical must move in the alternative service. Med-1 venture with Med-1 with the support organization and the Group, represents a program for us."

As a "free emergency center," part of the fastest growing in modern medicine providing immediate appointment-necessary treatment at lower costs range of health problems.

Treatment will be for ailments such as lacerations, dislocations, related injuries, plus are available for immunizations and physical examination, school, employment

Quality care

To the Editor:

We appreciate your coverage in the April 3 edition of The News on the announcement of MED-1's second walk-in center, which will open in West Peabody in July. We are indeed excited about the prospect of expanding our services to the West Peabody, Lynnfield and North Reading communities.

A few points, however, were incorrect in your article:

1) The Syms Plaza Center will be a joint venture of three groups: MED-1, MedQuest (which is a subsidiary of Northeast Health Systems Inc., the holding company for Beverly Hospital), and The Medical Group Inc., a group of physicians associated with Beverly Hospital.

2) Mr. Robert Fanning is the President of MedQuest, not MED-1.

We are proud to be affiliated with these organizations, and look forward to continuing to serve the North Shore by providing the highest quality health care.

RICHARD C. BANE

Director Allison Dodd. They decided to move the elderly from Enon Village to area hotels and motels if the power was not back on by noon. It came back at 12:03.

Two residents of Enon Village were taken to the Beverly Hospital where their oxygen and special requirements were available. Carnes said Jack Good, public relations director at the hospital, offered the hospital's auditorium and cafeteria for any Wenham residents who wished to go there. And some also went to the high school.

"At the (police) station they did a tremendous job dealing with the residents," said Carnes. "People tend to get upset when the power has been off that long. Auxiliary

599-9036

Health Works And Fitness Fair

The "Feeling Well" Health Works and Fitness Fair on April 6, 7, and 8, at the Northshore Shopping Center in Peabody will offer all this and more.

The full three day program of exhibits and events will be sponsored by the Beverly Hospital. Hours are 11 a.m. to 8 p.m. on Friday and Saturday and 12 Noon, 6 p.m. on Sunday.

Computerized analyses will provide individualized information on health risks and nutrition. A media center will offer numerous health education programs and literature.

Free screenings will include Height and Weight, Blood Pressure, Visual Acuity, Anemia, Summary and Referral. An extensive blood chemistry test for cholesterol, triglycerides, sugar, etc., will be available for a fee. A cardiac risk profile may be added to this test.

Health Works screenings are available to anyone aged 18 years or older. For those who wish to have the blood

chemistry tests, fasting is required for four hours prior to the basic chemistry test and for twelve hours prior to the cardiac risk profile.

skating rink.

First Annual Library Ball will be held at St. Vasilios Hall.

Sunday, April 8

"Feeling Well" Health Works and Fitness Fair at the Northshore Shopping Center, 12 noon to 6 p.m.

25th Anniversary Auction at Temple Beth Shalom, 489 Lowell Street, beginning at 10 a.m.

Monday, April 9

Council on Aging, Sr. Ctr., 11 a.m., Program on "Lifeline" from Beverly Hospital; 1 p.m., Bingo; 1 to 3 p.m., Tax Assistance.

Tuesday, April 10

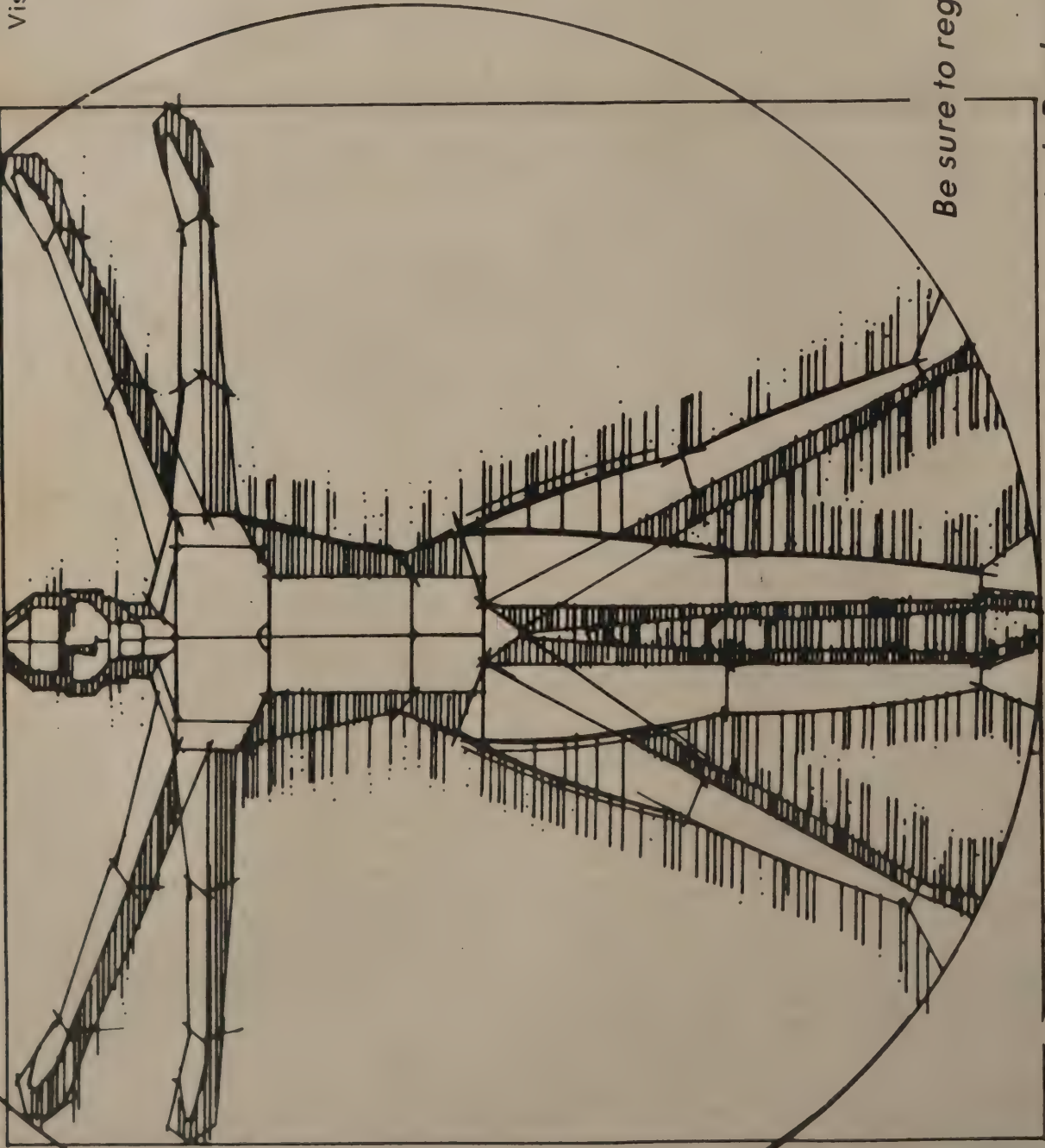
Council on Aging, Sr. Ctr., 9 to 11 a.m., Repair Shop; 10 a.m., Whist; 11 a.m., Talk on Blue Cross/Blue Shield; 12:30 p.m., Ceramics; 12:30 p.m., Knitting & Crocheting. Local

Health fair

BEVERLY — The "Feeling Well" Health Works and Fitness Fair at the Northshore Shopping Center April 6, 7 and 8 will offer computerized health analyses, free tests and screenings and an opportunity to win free health services.

The program is sponsored by Beverly Hospital and will be from 11 a.m. to 8 p.m. Friday and Saturday and 12 to 6 p.m. Sunday.

For further information contact the Beverly Hospital Community Relations Office.



Visit the Fair ... Be sure to bring the family ... Learn how to really feel well ...

Free Health Works Screenings

- Height/Weight
- Blood Pressure
- Vision
- Anemia/Diabetes
- Tay Sachs • Friday Only •
- Respiratory and more!

Fitness Education

- Sports Medicine
- Nutrition
- Maternity
- Pediatrics
- Surgical
- Home Health and more!

FITNESS FASHION SHOWS

Friday • 7pm Saturday • 3pm Sunday • 3pm

Stage Performances will be held in Center Court at 2, 3, 4, 7 pm
Friday and Saturday and at 2, 3, 4pm on Sunday.

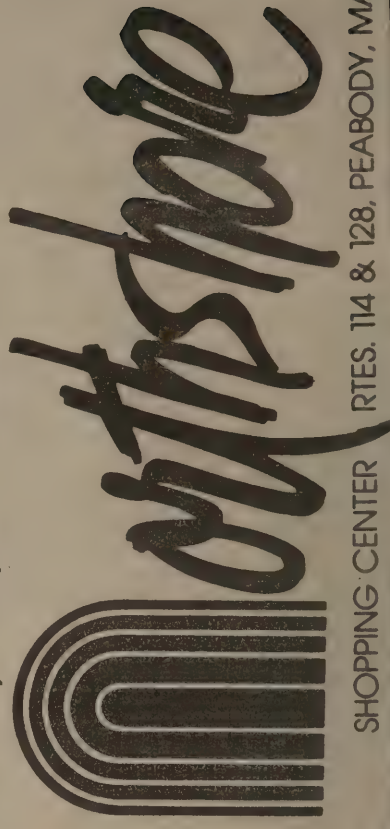
Be sure to register for a chance to win free health and fitness services!

• In cooperation with J.B. Thomas Hospital, Peabody and Beverly Hospital, Beverly.

Boys and Girls ... Starting this Sunday, April 8,
Visit the Easter Bunny for ... **FREE BUNNY EARS**

You can even have your picture taken with the Easter Bunny!
• \$3 each • 2 for \$5

Open 1-6pm Sundays
Monday through Saturday 11am-5pm



SHOPPING CENTER RTES. 114 & 128, PEABODY, MASS.
SHOPPING AT ITS BEST!



FEELING WELL

Health and Fitness Fair

sponsored by the Beverly Hospital

FRIDAY APRIL 6 • 11 AM TO 8 PM

SAT. APRIL 7 • 11 AM TO 8 PM

SUNDAY APRIL 8 • 12 NOON TO 6 PM

at

Northshore Shopping Center, Peabody

**EXHIBITS, DEMONSTRATIONS AND STAGE PERFORMANCES
ON A FULL RANGE OF HEALTH, WELLNESS, AND FITNESS.**

Programs include:

Beverly Hospital Fit-trail
Family-Centered Health Care
Relaxation Techniques
Aerobics Demonstrations
Children's Fitness
Seniors' Fitness

Bioenergetics
Pulmonary Function
Lung Capacity Testing
Computers in Health
Beverly Hospital Road Race

Nutrition & Fitness
Cooking Demonstrations
"Eat Smart" Nutritional Analysis
Sports Medicine
Sports and Exercise Tips
Occupational Health

***Something for the whole family
plus chance to win free health and fitness services***

Also, on Saturday and Sunday Beverly Hospital will offer "Health Works" free health screenings and education including height/weight, blood pressure, anemia, visual acuity and private summary and counseling on test results. An extensive blood chemistry test will also be available for a nominal charge.



**STOP BY AND VISIT THE FAIR . . .
THE "FITTING" THING TO DO!**



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Serving North Shore health needs since 1888

NEW 4.6.84

directed to the senior center
office, 774-3344.

assistance information.

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PEABODY

The Council on Aging, 75
Central St., 531-2254, will
process fuel assistance
applications and forward to
NSCAP for those 60 and
older.

TOPSFIELD

Applications for fuel
assistance are processed by
Action Energy, 15 Broad-
way, 927-9310.

WENHAM

Applications are handled
by the Council on Aging, 468-
4468, and Senior Home Care
Center, Gloucester.

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ROWLEY

Applications are accepted
and processed with Com-

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WORKS AND FITNESS FAIR

Saturday April 7 — 11am-8pm

• Sunday April 8 — Noon-6pm

Visit the Fair... Be sure to bring the family ... Learn how to really "feel well" ...

Free Health Works Screenings

- Height/Weight
- Blood Pressure
- Vision
- Anemia/Diabetes
- Tay Sachs •Friday Only•
- Respiratory and more!

Fitness Education

- Sports Medicine
- Nutrition
- Maternity
- Pediatrics
- Surgical
- Home Health and more!

FITNESS FASHION SHOWS

Friday • 7pm Saturday • 3pm Sunday • 3pm

Stage Performances will be held in Center Court at 2, 3, 4, 7 pm
Friday and Saturday and at 2, 3, 4pm on Sunday.

Be sure to register for a chance to win free health and fitness services!

.....

at Peabody and Beverly Hospital, Beverly.



SHOPPING CENTER RTES. 114 & 128, PEABODY, MASS.

SHOPPING AT ITS BEST!

Bunny!



A STATE TROOPER, leaning close to the driver of this car in order to detect signs of intoxication, hands a drunken driving pamphlet to the motorist. The trooper on

How the police try to find drunks with

By JILL BILZI

Two weekends ago, in the early hours of a cold, black Saturday, when most people on the North Shore were sleeping, 20 blue-jacketed State Police troopers took to the night to conduct the latest in a series of local driving-while-intoxicated (DWI) roadblocks. Two hours and nine arrests later, it was readily apparent that despite the Dukakis administration's unrelenting efforts to curb drunken driving, there are still people who mix alcohol and gasoline.

The roadblock, held on Route 114 in front of the Northshore Shopping Center in Peabody, was one of a series of weekend and holiday State Police DWI roadblocks held in Massachusetts since July 1, 1983. Capt. David Brosnan, a 20-year veteran of the State Police force, co-supervised the first July roadblock, held in Salisbury, and almost a year later he is still on the same detail. On March 24, together with state troopers from the Andover, Peabody and Topsfield barracks, Brosnan directed the Peabody roadblock from 12:20 a.m. to 2:20 a.m.

A State Police roadblock is a massive production, orchestrated to meet specific guidelines set up by the Massachusetts Supreme Judicial Court, and executed to prevent false arrests. In his 11:45 p.m. briefing to his crew, Brosnan reminded the Essex County troopers of what those guidelines are. In order to be considered legal, the court ruled that DWI roadblocks must meet four requirements: the safety of the approaching motorists must be guaranteed, fear must be kept to a minimum, cars cannot be arbitrarily stopped, and

the motoring public must not be unduly inconvenienced.

There is an important reason for establishing standard procedures for DWI roadblocks. The state Office of Public Safety, the Governor's Highway Safety Bureau and the Massachusetts State Police are painfully aware of a brief statement which questions the constitutionality of stopping motorists in a free society — the Fourth Amendment. The amendment explicitly states that people cannot be subjected to the unreasonable search and seizure of their persons or property without probable cause. Any impropriety on the part of State Police troopers could break the fragile bond of lower and federal court decisions which have upheld the constitutionality of roadblock stops.

"There is a lot of resentment toward roadblocks," says Sgt. James Sartori, public information officer for the State Police. "The one thing we don't want to do is compromise any court process or be unprofessional."

* * *

At approximately midnight, Brosnan led his 20 state troopers to the parking lot of the Northshore Shopping Center. The officers, previously trained in a special roadblock preparation course, formed three separate "teams." The initial team, consisting of two sets of two officers, were responsible for stopping each car approaching the roadblock. They made the crucial decision of whether or not a motorist should undergo a roadside sobriety test. The pick-up team, located away from the line of traffic moving up Route 114, conducted the sobriety tests on those drivers who were told to pull over. A third team, in six

other side of the car shines a high-beam flashlight into the stopped car, looking just about anything suspicious.

Without treading on the constitution

parate cruisers stationed in the parking lot, ran computer checks, via car radios, on the names and driver's licenses of the stopped motorists.

Like all State Police roadblocks, the Peabody stop was well-lit with floodlights suspended from mobile vans.

Continued on Page 3b



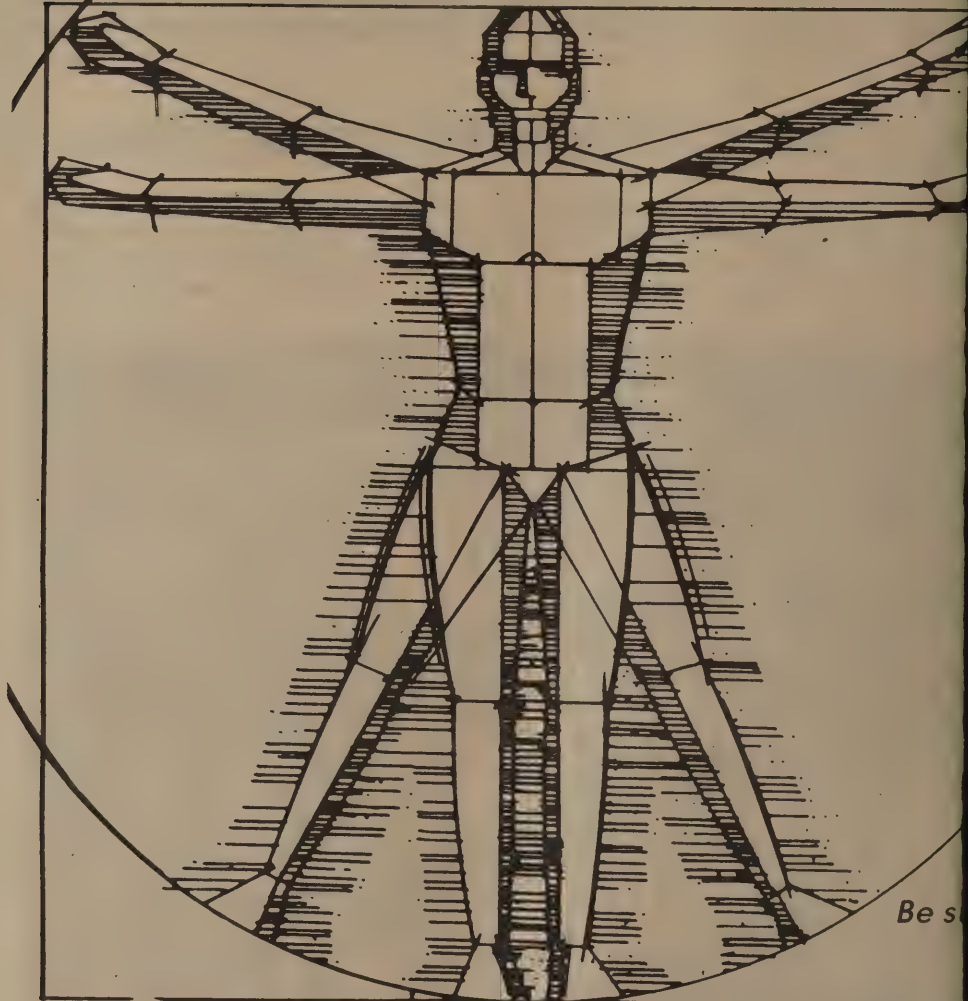
A ROADBLOCK must be well-lit, staffed by easily identifiable uniformed troopers, and identified at its start by a 6-foot-by-6-foot sign. These measures are taken to minimize the fear of approaching motorists. A Peabody roadblock, held two weekends ago by the State Police, yielded eight drunken driving arrests and one assault and battery arrest.

NS WEEKLYS SEC. B WEEK OF APRIL 4

"FEELING WELL" HEALTH

• Friday April 6 — 11am-8pm

• So



Be s

• In cooperation with J.B. Thomas Hospital



Boys and Girls ... Starting this Sunday, April 8,
Visit the Easter Bunny for ... **FREE BUNNY EARS**

You can even have your picture taken with the Easter

• \$3 each • 2 for \$5

Open 1-6pm Sundays

Monday through Saturday 11am-5pm

TIMES 4.6.84

Ipswich man sues Beverly Hospital, doctor

SALEM — An Ipswich man who suffered a heart attack after being released from the Beverly Hospital emergency room filed a malpractice suit yesterday.

The suit was filed at Salem Superior Court by David and Leslie Galacar of Ipswich against the Beverly Hospital and Dr. Kenneth Zinn.

The complaint alleges that Zinn

failed to diagnose an impending heart attack when Galacar sought treatment at Beverly Hospital Oct. 7, 1983.

According to the suit, Galacar was suffering from chest pain and nausea when sought treatment at the hospital about 3:30 p.m. that day and he was discharged about an hour later.

Galacar claims Zinn never ordered an electrocardiogram or in-

structed the patient as to his activities upon his release. He alleges he suffered a heart attack and permanent damage to his heart following his discharge from the hospital.

The attorneys representing the Galacars are seeking a trial before a jury, attorney's fees, and a judgement against the hospital and physician.

Gloucester Times

Health Works fair tomorrow

ESSEX — Beverly Hospital will sponsor the "Feeling Well" Health Works and Fitness Fair tomorrow and Sunday at the Northshore Shopping Center in Peabody, tomorrow, 11 a.m. to 8 p.m., and Sunday, noon to 6 p.m.

Free screenings are available to anyone in the area, age 18 and over. And demonstrations of aerobics, karate, fashions for fitness and more will be held.

Hospital teaching NEWS 4.10.84

BEVERLY — A monthly Breast Self Examination teaching program will begin at the Beverly Hospital Thursday, April 12 from 7:30 to 9 p.m. in the Outpatient Department.

Subsequent sessions will be held on the second Thursday of each month.

The Breast Self Examination (BSE) program will be conducted by Renee Burke, R.N.. Participants will be instructed in BSE and practice on special models provided by the American Cancer Society. A film presentation will augment the teaching program.

The program is not intended to replace regular physical examination by a physician. Women attending the monthly sessions will learn the correct method of performing BSE and the importance of early detection.

Pre-registration is requested. Interested women may call the Beverly Hospital Outpatient Department.

TRI-TOWN

4.18.84

The Beverly Hospital Aid Association is now accepting applications for the Elizabeth Torrey Johnson Scholarship.

All present and former Junior Volunteers and Candy Strippers who plan to continue their education in a medical field are eligible to apply.

Applications are available in the hospital's volunteer office and are due by May 15. The Aid Association has voted \$2000 for this year's application awards.

4.7.84
LYNNFIELD TRADER, FR

Health Works and Fitness Fair April 6-8

BEVERLY — Are you interested in improved health, fitness and nutrition plus computerized health analyses, free tests and screenings, and an opportunity to win free health services?

The "Feeling Well" Health Works and Fitness Fair on April 6, 7 and 8 at the Northshore Shopping Center in Peabody will offer all this and more.

The full three day program of exhibits and events will be sponsored by the Beverly Hospital. Hours are 11 a.m.-8 p.m. on Friday and Saturday and 12 noon-6 p.m. on Sunday.

Hands-on demonstrations, health screenings, and exhibits will include these Beverly Hospital services: Bioenergetics Laboratory, Pulmonary Function, Nutrition and Fitness Center, Occupational Health, Maternity, Pediatrics, Surgery, Physical Therapy, Sports Medicine, and a special display on Computers and Health Technology.

Computerized analyses will provide individualized information on health risks and nutrition. A media center will offer numerous health education pro-

THE TIMES
FRIDAY
APRIL 20, 1984

IPSW

Hospital turns to public fo

By **DONNA HAILSON**
Assistant suburban editor

IPSWICH — Shot down for both federal and private funds for a proposed geriatric facility at the Cable Center in Ipswich, Beverly Hospital officials have begun a search for private developers for the property.

"We are sending out about a dozen requests for proposals to

people who have expressed an interest in the place," Jack Good, the hospital's director of community relations and development, said. "We feel our projects there (which were to include a geriatric assessment unit, an adult day care center, a respite unit and residential hospice) are at a standstill, so we asking others what they might have in mind for the sight.

"In our last three go-rounds, we

chose to go the federal route (applying for Housing and Urban Development funds) but the well ran dry on all three occasions," Good continued. Efforts to raise money through private foundations were also not successful.

Good said Beverly Hospital considers "of paramount concern" maintaining the emergency room which is operated on the bottom floor of the Cable complex. But

Baby wouldn't wait to get to hospital

WENHAM — Newburyport's Kenya Webber might want to consider finding a hospital closer to home.

For the second time in the last year and a half the Merrimac Street resident has needed a police escort to make it to the birthing center at Beverly Hospital.

Last night she made it only to the center's parking lot where she delivered a healthy baby boy, with the help of two midwives, two policemen and her husband, Michael.

Wenham policemen David Doyle and Michael Perry had stopped their cruiser on Main Street near the Tennis and Squash Shop last night around 8 p.m., when Webber, a full-time Newburyport fireman, pulled along side and asked for an escort to the Beverly Hospital birthing center. He said he wife was in labor.

"We radioed ahead for them to stand by for a possible emergency," Doyle said. "When we got to the center, we were greeted by two midwives. The birth was about to happen so there was no way to transfer her from her car to the center so she gave birth to a baby boy in the front seat of the car in the hospital driveway."

About a year and a half ago the Webbers had called on the Wenham police for another escort to the hospital but that time, Doyle said, "we were able to get her inside but with only about a minute to spare."

TIMES 4.23.84

SALEM NEWS 4.23.84

Healthcare seminar

BEVERLY — Beverly Hospital Occupational Health Services and Community Relations will present a seminar on the Strategic Management of Healthcare Costs Tuesday, May 1 from 1 to 5 p.m. at the King's Grant Inn.

The seminar is designed to make you aware of the strategies available to your business through financial management, plan design and occupational health programs. It will help you understand the fundamental differences in insurance plans.

Various representatives from insurance companies will be available for consultation and will provide informational material.

People that would benefit the most are chief executive officers, general managers, human resource managers, personnel directors, risk managers, physicians and occupational health nurses.

For additional information contact Sandra Fitzler at Occupational Health Services or Geri Freeman at Community Relations at Beverly Hospital.

Scholarships

BEVERLY — The Beverly Hospital Aid Association is now accepting applications for the Elizabeth Torrey Johnson Scholarship. All present and former Junior Volunteers and Candy Strippers who plan to continue their education in a medical field are eligible to apply.

Applications are available in the Hospital's Volunteer office and are due by May 15. The Aid Association has voted \$2,000 for this year's application awards.

Salem News 4.23.84

City, state workers offered health plan

PEABODY — Several major employers, including the state and the city of Peabody, will offer their employees membership in Harvard Community Health Plan's new Peabody center, due to open at its location near the Northshore Shopping Center July 1.

Other employers who will have a group plan for membership in the health maintenance organization are the USM Corp., Computervision, Raytheon, Sweetheart Plastics, Alpha Industries and Beverly Hospital. Beverly Hospital is also the primary hospital affiliate for Harvard's Peabody Health Center, meaning plan members requiring hospital care will usually be treated there.

Employees of companies offering health insurance coverage from HCHP have a yearly enrollment plan during which they can choose whether they want to switch health plans. More than 12,000 state employees are currently

enrolled in plans based at one of the six other Harvard centers in Massachusetts.

HCHP also enrolls members who pay their premium directly, rather than through an employer group. Non-group enrollment at the Peabody Center is expected to begin in June and HCHP will introduce a special program for senior citizens this summer.

Construction on the Peabody Center was begun last fall and is now in its final stages. Interior finishing and exterior landscaping are still to be completed.

The center will contain doctors' offices, a pharmacy, optical shop, dental program, laboratory, radiology and supervised child care. Members requiring hospital care will be referred to Beverly Hospital, with emergency referrals and specialty care at Salem Hospital, Union Hospital and Boston hospitals including Mass. General, Brigham & Women's and Beth Israel.

TIMES 4.24.84

VOLUNTEERS VOLUNTEERING: "Volunteering, What Is It All About?", a workshop for the public will be offered Tuesday, May 1, from 9-11:30 a.m. at Beverly Hospital.

The program is designed to introduce people to the possibilities in volunteering for career exploration or personal satisfaction.

Sponsored by North Shore Community College and the North Shore Association for Volunteerism, the program will include ways to pick a volunteer site, make a realistic commitment, and get the most from a volunteer experience.

The workshop will be conducted by Nelda Quigley, director of volunteer services at Beverly Hospital, and Priscilla Kimber, coordinator of volunteer services at the Center for Alternative Studies at North Shore Community College. Admission is free.

For more information, contact Nelda Quigley, 922-3000 extension 2308.

SUNDAY BRUNCH: The Beverly Council on Aging in conjunction with Beverly Hospital has arranged brunch and shopping trip Sunday, May 20. For those who plan to take their own cars to the brunch the cost is \$1.50. The bus will leave the GAR Hall, 8 Dane St., at 10 a.m., shopping will be in Rockport, to return by 2:30. Anyone interested must sign up at the council office by Friday, May 18. For more information call the Council Office at 927-7025.

NEWS 4.26.84

Making choices

BEVERLY — A panel discussion for women, called "Making Choices", has been rescheduled for tonight from 7 to 9 in the Beverly Hospital Lecture Hall.

Five local women, ranging in age from 20 to 80 years, will discuss marriage, family, careers, education, finances and health.

A fee will be charged for attendance. Those interested should contact the Beverly Hospital community relations office.

NEWS 4.26.84

Waist Watch

BEVERLY — The monthly "Waist Watch" meeting of the Beverly Hospital Weight Loss and Exercise Program will be held on Monday, April 30 from 6 to 7 p.m. in the nutrition and fitness center.

All past graduates are welcomed. There will be weigh-in and an informal conversation. For more information, contact the fitness center.



Donna Coveney photo

Shows support

TIMES 4-26-84

Beverly Hospital's Jack Good lends his signature to poster for campaign organized by peer educators to prevent drunken driving among area youth at a poster endorsement ceremony held this week in Mayor Jack Monahan's office. Peer educators at Beverly High School counsel other students about the consequences of drugs and drinking. Peer counselor Meg Ludet stands by while Good, who was joined by other city and community leaders, signs.

Hospital to Sponsor Seminar

LYNN SUN. POST 4-25-84

The rising cost of employee health benefits is a problem for every major employer.

In 1982, \$320 billion was spent nationally on health care, with corporations alone paying \$77 billion. These costs continue to escalate and are projected to reach \$1 trillion by the year 2000.

The Beverly Hospital will sponsor a seminar to assist employers in the strategic management of health care costs through financial management, plan design and occupational health programs.

The seminar will be held on Tuesday from 1-5 at the King's Grant Inn, Danvers.

The program content is directed toward human resource and personnel directors, risk managers, general managers, physicians and occupational health nurses.

Speakers will include Roderick

Foix, director of Industrial Relations, USM Corp.; Stephen J. Hegarty, vice-president of Health Care Finance, Massachusetts Hospital Association; Andrew Weinberg, benefits analyst, Martin Siegal, Inc.; and Sandra Fitzler, occupational health services coordinator, Beverly Hospital.

Their presentation will address the differences between traditional health insurance, HMOs, PPOs, and IPAs; assessment of the company's health insurance needs; preparation for buying insurance; and making choices between current and developing health insurance options.

The program also will address worksite health promotion programs and how they impact health care costs.

Representatives of several

Robert A. Ledoux, secretary/treasurer.

LYNNFIELD TRADER 4-27-84

Health care costs rising

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Speakers will include Roderick Fox, director of Industrial Relations, USM Corp.; Stephen J. Hegarty, vice president of Health Care Finance, Massachusetts Hospital Association; Andrew Weinberg, benefits analyst, Martin Siegal, Inc.; and Sandra Fitzler, Occupational Health Services Coordinator, Beverly Hospital.

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The program will also address worksite health promotion programs and how they impact health care costs.

Representatives of several insurance companies will be available during the seminar for consultation and informational materials. Exhibitors will include Bay State Health Care Foundation, Blue Cross Massachusetts, Blue Cross HMO, Multi Group, Metropolitan Life and New England Dental Collaborative.

As registration is limited, interested participants are urged to contact the Beverly Hospital. Community Relations Office as soon as possible to obtain registration information.

Hospital sponsors health seminar

TIMES 4.30.84

BEVERLY — The rising cost of employee health benefits is a problem for every major employer.

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As registration is limited, interested participants are urged to contact the Beverly Hospital Community Relations Office as soon as possible to obtain registration information.

News 5.3.84

Students featured Link ceremony

— The Beverly peer educators along with other volunteers for their contribution to the Link Awards Wednesday.

Program was designed to reward students who have been instrumental in their personal growth with contributions to society through volunteering. Kim Crowley, director of the Crisis Center at RAP told the students at the First Baptist

sponsored a Big Brother-Big Sister program, conducted a smoking survey, held a Halloween safety program and aided students in other schools with the development of their peer education programs.

But before the peer educators launched into these projects, they researched the topics.

"I think we all worked very hard for it," Steven Crowley said of the award. "We've put a lot of effort into this."

The students won one of the 14 awards of praise given. Like volunteering, there were no monetary gifts or prizes given. The prize was the recognition.

Individual awards were presented to volunteers Virginia Carten of the Marblehead Council on Aging, Alfred Goldstein of the North Shore Jewish Community Center, William King of St. John's Preparatory School, Mary Leonard of the Peabody Council on Aging, Janice Levesque of Project RAP, Inc., Joan Reed-Rogers of the Salem Showstoppers and Judy Ward for her work at Beverly Hospital.

Group awards were presented to the peer educators as well as the Friends of Salem Maritime (Stanley J. Usovich, Jr.,

sponsored by the Beverly Community Center, the North Shore Volunteerism.

High School seniors, Colleen Lucet, and junior, agreed they had worked together and received recognition.

Students were four of the peer educators who had their praises sung.

The peer educators have confronted and taught in such areas as drug abuse, divorce, relationships, and issues," Wilkins said.

The program is run by its high school teacher Anthony



Donna Coveney photo

Judy Ward of Manchester, a Link Award winner.

5.3.84

Awards honor people

TIMES 5.7.84

Scanner is important

To the editor:

I think that it is very important that the Beverly Hospital proposal for a mobile CAT scanner be approved. It would mean better emergency health care for the people in surrounding towns.

Massachusetts is known for its super health care facilities and Beverly Hospital should be no exception. The approval of such a proposal would not only save lives but also raise the quality of health care in a major hospital in this area.

Adrienne Otto
Manchester

NEWS 5.11.84

Hospital workers given service pins

IPSWICH — Seventeen employees of Beverly Hospital, assigned to the Cable Emergency Center, were given service pins marking five years employment since the former Cable Memorial Hospital was taken over by Beverly Hospital. One employee, who was transferred to Beverly following the reorganization of the two medical facilities, was presented a service pin at the Ipswich center at her request.

Given the service pins were: Frances N. Allen, nursing; Alice P. Bakula, housekeeping and maintenance; Mary L. Bright, nursing; Nathalie E. Bundy, nursing; Virginia D. Burnham, food service, Beverly; Marjorie Campus, nursing; Sally L. Delisle, radiology; Elizabeth W. Gray, registration; Lois A. Groves, radiology; Jane C. Howard, laboratory; Dale R. Johnson, housekeeping and maintenance; Evelyn M. McIntyre, registration; Paula E. Maguire, radiology; Mary A. Maione, nursing; Jeane N. Parker, laboratory; Sarah Reynolds, nursing; Doris J. Savage, central registration; and Elizabeth A. Stashis, laboratory.

SALEM NEWS 5.8.84

Ipswich

Cable conversion worked well for most employees

By HENRY COLLINS
News Staff

IPSWICH — In 1979, when the Cable Memorial Hospital became a satellite of Beverly Hospital, a lot of Cable employees were afraid they would be put out of work.

That was not the case, however, and according to personnel at Beverly Hospital, all the Cable employees who wanted to remain in the health care services field were put on the Beverly Hospital payroll.

About 20 Cable employees remained at the new Cable Emergency Center, 30 others being assigned to duties at Beverly Hospital.

Grace Kushmerek, a staff member in the community relations office at Beverly Hospital, said 17 of the former Cable employees are still working at the emergency center. They were presented with five-year employment pins at a special ceremony on Monday.

Kushmerek said many of the former Cable employees had developed a strong attachment for the Ipswich hospital and accepted different positions than they had held in order to remain at the facility.

When Elizabeth Gray, who had been a nurse at Cable for many years, learned there was not a nursing position open, she accepted a position in central registration and is still on the job.

Dale Johnson, who served as a respiratory therapist at Cable Hospital, is now working in the maintenance department of the emergency center.

Mary Bright, a nurse at Cable

Hospital for many years, is now nursing coordinator.

Another nurse, Sarah Reynolds, has 28 years of service at the facility, including her five years as an employee of Beverly Hospital.

Kushmerek also noted that in its five years as an emergency center, Cable has been very well accepted by the residents of Ipswich, Rowley, Hamilton and Essex. During the last fiscal year more than 8,200 people were treated at the facility, the great majority of them requiring emergency medical services.

Area physicians also refer patients to the center's X-ray laboratories saving many people a trip to Beverly.

In addition to emergency and X-ray services, Cable provides area residents with a Tel-Med service. It supplies people with tapes containing information on medical problems.

The facility also offers a Lifeline service. It provides people with special devices that are kept on one's person and attached to home telephones. A person experiencing a medical emergency such as an asthma attack, or an elderly person who falls need only press a button on his personal communication device and a signal is automatically sent to assure medical assistance will be available in a short time.

Although a lot of people regret the loss of Cable Memorial Hospital, its conversion to a medical emergency center appears to have worked out well for both its former employees and the people of the communities it serves.

TIMES 5.11.84

GOINGS ON

ARTHRITIS STUDY: Arthritis patients are being sought to participate in the study of a new drug believed to protect the stomach against the effects of aspirin or anti-inflammatory medications.

Dr. Matthew D. Heller, a rheumatologist, will conduct the study of Arbacet, a synthetic enzyme developed by the Upjohn Pharmaceutical Company.

Patients who may qualify for the study include those who experience gastrointestinal symptoms from their arthritis medication such as epigastric pain, heartburn, indigestion, bloating, distention, loss of appetite, nausea, vomiting, cramping or diarrhea.

The study will last approximately 4-6 weeks. Each patient will be seen by Heller several times during the study and will have blood drawn for laboratory testing.

Patients will also have endoscopic examination of the stomach conducted by Gordon Elmeer, M.D. or Madhukar Shah, M.D. to assist Heller in evaluating the effects of the new drug.

Heller has received a grant from the pharmaceutical company to conduct the study. Approval for the study has been given by the Beverly Hospital Institutional Review Committee.

All costs to participating patients will be paid for by the grant, including office visits, laboratory tests and endoscopic procedures. Patients who successfully complete the study will be reimbursed \$100.

A wide population of arthritis patients is needed. If you qualify and would like additional information, contact Heller at 599-9250.

RETIRED PERSONS: The Magnolia chapter #1440 AARP will hold its annual spring luncheon and installation of officers at the Surf in Magnolia Friday, May 18. Social hour will start at noon with luncheon served at 1. Tickets may be ordered by calling the treasurer, Edith Hadley, at 283-2697. Menu choice is fish or chicken.

SPEECH-HEARING TESTS: Free speech-language and hearing screening will be given at the Beverly Hospital on May 18 and 19 to children aged 3-7 years. Hours are 9 a.m. — 4 p.m. Friday, and 9 a.m. — noon Saturday. No appointment is necessary. Screening will be conducted in the Outpatient Department and takes about 20 minutes.

The service is being offered by the staff of Beverly Hospital's Center for Communication Disorders during Better Speech and Hearing Month. For additional information, contact the center at 922-3000, ext. 2690.

NEWS 5.14.84
Free screening

BEVERLY — Free speech, language and hearing screenings will be conducted at Beverly Hospital, Friday and Saturday, May 18 and 19, for children aged three to seven years.

No appointment is necessary. The screenings will be conducted in the outpatient department of the hospital between 9 a.m. and 4 p.m. on Friday and from 9 a.m. to noon on Saturday. Each screening will take approximately 20 minutes.

The service is offered by the hospital's Center for Communication Disorders in observance of Better Speech and Hearing Month.

Additional information may be obtained by calling the center.

LYNN JUN. POST 5.13.84
Run for the Health of It

BEVERLY — Beverly Hospital's first annual road race, "Run for the Health of It", is scheduled for next Sunday.

A two mile fun run at 1 will be followed by the 10k race at 2. Both races will begin and end at the Hospital.

The race is co-sponsored by the Hospital and Converse Rubber Co.

Divisions will include five each for men and women under 19 years, 20-39 years, 40-49 years, 50-59 years, and 60 or older.

Trophies will be awarded to the first finishers in each division. Medals will be given to fun run winners.

An entry fee of \$6 will be charged. The first 300 entrants will receive a "Run for the Health of It" T-shirt.

Registration applications and further information are available at numerous local sporting goods stores and fitness centers or maybe requested by calling the Hospital's Community Relations office at 922-300.

TIMES 5.17.84

Beach. Meet at Star Market on Route 1A off Route 128. Bring bathing suit if it's hot. Call John Maillot 532-0075 for time and further details.

Canoe trips. River Watershed Association sponsors canoe trip Sunday, May 20, 10 a.m. from the Rte. 62 bridge on Maple Street, Middleton to Route 97 in Topsfield. Call 774-4493 for reservations.

Road race. Beverly Hospital's first annual road race "Run for the Health of It," is Sunday, May 20. Two mile run starts at 1 p.m. and 10 kilometer race starts at 2, beginning and ending at the hospital. Call 922-3000.

Road race. Beverly Regional YMCA's first annual road race, "Spring Ahead to Summer" is Sunday, May 27, 2 p.m. The 6.2 mile race starts and ends at Hardy Field. Call 922-0990.

Road race. Newburyport radio station WCEA

Weight loss achieved s

By **DONNA HAILSON**
Assistant suburban editor

BEVERLY — Beverly Hospital nutritionist Diane Dube can't understand why people will try every fad diet and fast weight-loss program in the book before trying common sense.

"It took a while to put on those pounds, and it will take a while to take them off," she said. "Yet the majority of people who come through our program here (at the Nutrition and Fitness Center) have tried every other program that's out there. You'd think they'd come to the professionals first."

The professionals of whom she speaks include two nutritionists, a psychologist, a degreed exercise instructor and a nurse — the resource team which conducts periodic eight-week programs of diet and exercise at the hospital.

The program is not one of immediate gratification: It calls for losing only one pound a week until the goal is met. Instead, it tries to offer

guidelines for creating new eating and exercise habits that, if followed, will result in a changed life. The program begins with a consultation with Ms. Dube or another nutritionist, Claire Foley, and nurse Alyson Mitchell.

"We start by using a formula to determine how many calories it would take for the individual to maintain his or her present weight," Ms. Foley said. "To lose a pound a week, the person would have to eat 500 calories less than he needs to maintain his present weight. You shouldn't lose more than a pound or two each week because much of it will be fluid and most people, after a fast weight loss, will simply return to their old eating habits and put all the weight back on."

The nutritionist then custom-designs a daily meal plan for the individual noting what quantity of food he may choose from six "exchange groups."

These are the starches, milk products, vegetables, fruits, meats, fats and the free exchange (the

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You shouldn't lose more each week because much and most people, after a will simply return to the and put all the weight b

low-cal items that may be used as desired).

Then it is on to the nurse for a weigh-in and health screening. A doctor's certificate is also required for participation. The program itself consists of one hour of lecture and one hour of exercise two days a week. Lecture topics range from shopping tips and stress management to assertiveness training and behavior modification.

TIMES 5.15.84
Medical misinformation

To the editor:

In the Times, May 7, page A5, is a quarter-page article about iridology under the headline: "The eyes have it."

This is the second piece of Miserable Misinformation in Medicine you have published recently. (The first one was the one endorsing bee pollen for almost any disease).

You are becoming the local champion in M.M. in M.
Aart Bayle M.D.
Beverly

TIMES 5.15.84

HEALTH RUN: Beverly Hospital's first road race, "Run for the Health of It," is scheduled for Sunday, May 20. A two-mile fun run at 1 p.m. will be followed by the 10K race at 2 p.m. Both races will begin and end at the hospital. The race is co-sponsored by the hospital and Converse Rubber Co.

Divisions will include five each for men and women under 19 years, 20-39 years, 40-49 years, 50-59 years and 60 or older. Trophies will be awarded to the first three finishers in each division. Medals will be given to fun run winners.

An entry fee of \$6 will be charged. The first 300 entrants will receive a "Run for the Health of It" t-shirt.

Registration applications and further information are available at numerous local sporting goods stores and fitness centers or may be requested by calling the Hospital's Community Relations Office at 922-3000.

MAKING CHOICES: The second program in Beverly Hospital's continuing Women's Health Series, "Making Choices," will be held Thursday, May 24 at 7 p.m.

Titled, "Mixing Apples and Oranges," the program will deal with meeting a family's nutritional needs including resources for nutrition, weight loss and diets, eating behavior and body image.

Speakers are Joyce Weigel, registered dietitian and director of nutrition services, Beverly Hospital; and Leah Sahk, R.N., M.S.

A fee of \$3 per person will be charged. Anyone interested in attending may call the Beverly Hospital Community Relations Office at 922-3000, ext. 2480 for registration and further information.

Hearing screening

Speech-language and hearing screenings will be given at Beverly Hospital Friday and Saturday.

The screenings are available for children ages three to seven, from 9 a.m. to 4 p.m. Friday, 9 a.m. to noon Saturday. The screenings will be held in the outpatient department of the hospital and no appointments will be necessary. The tests will take about 20 minutes.

The service is being offered by the staff of the hospital's Center for Communication Disorders during Better Speech and Hearing Month.

NEWS 5.15.84

Road race

BEVERLY — Beverly Hospital's first annual road race, "Run for the Health of it" is scheduled for Sunday, May 20.

The two-mile fun run at 1 p.m. will be followed by the 10K race at 2 p.m. Both races begin and end at the hospital.

The race is co-sponsored by the hospital and Converse Rubber Company.

Divisions will be designated and trophies awarded.

An entry fee will be charged. The first 300 entrants will receive shirts.

For more information, call the hospital's community relations office.

Making Choices

BEVERLY — The second program in Beverly Hospital's continuing Women's Health Series, "Making Choices" will be held Thursday, May 24 at 7 p.m.

"Mixing Apples with Oranges" is the name of this program, discussing nutrition, weight loss and diets, eating behavior and body image.

Speakers for the presentation are Joyce Weigel, registered dietitian and director of nutrition services, Beverly Hospital, and Leah Sak, R.N., M.S.

A fee will be charged. For more information call the community relations office.

May 16, 1984 - Gloucester Times

News 5.21.84

Beverly



May is Better Speech and Hearing Month, so Beverly Hospital's Outpatient Department is conducting free language skills and hearing clinics for children 3 to 7. Here, clinical supervisor Beverly Walker tests a smiling Lauren Mullarkey of Peabody

The Salem News/Dave Matt

HAM-WEN 5.23.84

2 honored for 30 years work

Muriel Anderson of Wenham, assistant director of nursing at Beverly Hospital, and M. Isabella Ward of Hamilton, in housekeeping at the hospital, both were honored recently for 30 years of service at the hospital.

HAM-WEN 5.23.84

Hospital plans women's talk

The second program in Beverly Hospital's continuing Women's Health Series, "Making Choices," will be held Thursday, May 24, at 7 p.m.

Entitled "Mixing Apples and Oranges," the program will deal with meeting a family's diverse nutritional needs, including resources for nutri-

tion, weight loss and diets, eating behavior and body image.

Speakers for the presentation are Joyce Weigel, registered dietitian and director of nutrition services at the hospital; and Leah Sak, a registered nurse.

A fee of \$3 per person will be charged.

THEATRE BENEFIT: The Beverly Hospital Aid Association has been active within the community for more than 74 years. Thirty years ago, the association held the first benefit in the newly opened North Shore

FITNESS PROGRAM: A new session of Beverly Hospital's weight loss and exercise program begins June 4 in the hospital's nutrition and fitness center. The eight-week program includes personal counseling, diet plan and aerobic exercise. Physician approval is required for enrollment, and each participant receives a health evaluation by a registered nurse. Diet counseling is conducted by registered dietitians. Aerobic exercise sessions are led by an instructor from the Beverly Regional YMCA. The hospital's Fit-Trail is often utilized during the exercise component. Graduates of the full program are invited to return for the monthly "Waist Watch" which offers weigh-in, group discussion and continued exercise sessions. For enrollment information, contact, the Beverly Hospital Nutrition and Fitness Center at 922-3000, ext. 3438.

Music Tent, as it was called then. The production was Cole Porter's "Kiss Me Kate."

Saturday, June 9, at 8 p.m., the Beverly Hospital Aid Association again presents "Kiss Me Kate" in this season's premier performance at the North Shore Music Theatre.

Tickets will be sold at the special rate of \$10 each for the preview performance only. Ticket information may be obtained from the Beverly Hospital Volunteer Office.

All funds raised by the association are donated to the hospital and used to purchase equipment. This year's fund raising efforts will go toward the Lifeline program.

Lifeline is a personal emergency response system for the elderly or disabled living alone. A signalling device worn by subscribers allows them to simply push a button to summon assistance in an emergency. According to Bonnie Skelrot, Lifeline coordinator, the program has been extremely successful. Since its inception six months ago, 11 subscribers have been assisted in medical emergencies. Mrs. Skelrot added that Lifeline currently has 34 subscribers in 15 communities throughout the North Shore.

'Kiss Me Kate' benefit here

HAM-WEN 5.23.84

The Beverly Hospital Aid Association will repeat history on Saturday, June 9, at 8 p.m. when it holds a benefit performance, "Kiss Me Kate," at the North Shore Music Theatre, a play it put on over 74 years ago.

Tickets will be sold for \$10 each for the preview perform-

ance only. Ticket information may be obtained from the Beverly Hospital volunteer office. All funds raised by the Aid Association are donated to the hospital and used to purchase equipment. This year's fund raising efforts by the Aid are directed toward the Lifeline program.

The Beverly Hospital Aid Association has already donated 11 Lifeline units, each costing \$500, and proceeds from the "Kiss Me Kate" performance will be used for additional units.

BEVERLY

PAGE A2



Nancy Shackleton photo

Around the bend

Runners round curve en masse near start of Beverly Hospital's "Run for the Health of It" road race Sunday.

Weight loss program begins June 4

HAM-WEN
5.23.84

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Graduates of the full program are invited to return for the monthly "Waist Watch" which offers weigh-in, group discussion and continued exercise sessions.

For enrollment information contact the Beverly Hospital Nutrition and Fitness Center, 922-3000, ext. 3438.

Walk-in medical clinic wins 8-2 council vote

By SEAN HORGAN
News Staff

5.23.84

PEABODY — The City Council issued a special permit Tuesday night for the proposed Med-1 walk-in medical clinic planned for Syms Plaza.

The vote to issue the permit was 8-2, with Councilors William Toomey and Vincent Raponi voting in the negative.

Raponi's vote was especially curious since just moments before it he spoke in favor of the clinic being situated in West Peabody.

Toomey said he was concerned with the prospect of the clinic competing with municipally-owned J.B. Thomas Hospital and made a motion to take the matter under advisement for the second time to receive input from the hospital's trustees.

That motion failed 8-2.

Richard C. Bane, the head of Med-1 Realty, told the council the facility would operate from 8 a.m. to 10 p.m., 365 days a year.

The facility is a joint venture between Med-1 Realty, which also operates a walk-in clinic in Salem, and the Medical Group, an organized group of doctors from the staff of Beverly Hospital.

Councilor George Marc-Aurele said he was concerned about the tie with Beverly

Hospital, a competitor of J.B. Thomas, and asked whether the Med-1 facility at Syms Plaza would contract with J.B. Thomas for emergency services and referrals.

In fact, Marc-Aurele stopped just short of including that as a condition in his motion to approve the special permit. Instead, he asked Bane whether they could have a "gentlemen's agreement."

Bane said Med-1 intended to initiate discussions with J.B. Thomas officials for a transfer agreement and would try to use J.B. Thomas and local specialists when it was mutually beneficial.

He said referrals generally are left to the patients, but that the clinics usually attract a "small number of types of medical conditions."

"The conditions we see in Salem are very simple," he said. "We have had only three direct-hospital admissions in our eight months of operation in Salem."

The council also approved an inflammables license for Analogic; a Class II motor license for Kathleen B. Sawicki; an entertainment license for Northeast Circus Playhouse; and special permits for L.P.M. Realty Trust/Computech at 5-7 Andover St., LedgeWood Realty trust to complete multi-family condominiums and Hewitt Construction Co. at the former Keefe School property.



IPS. CHRONICLE 5.24.84

THIS YEAR MARKS THREE DECADES of service at the Cable Emergency Center for receptionist Elizabeth Gray (third from left). Gray, along with other long-time employees at Cable, was honored by Beverly Hospital, at a luncheon in the Cable cafeteria re-

cently. Pictured, from left to right, are Mary Palmer, vice president of nursing at Beverly Hospital, Robert R. Fanning, president of Beverly Hospital, Gray, and Mary Bright, head nurse at Cable.

Portable dialysis machine spells liberty for kidney patient

By STEVE O'CONNELL

Linebrook Road resident Donald Ingraham Jr., has succeeded with his fundraising efforts to purchase a \$7,500 portable dialysis machine for Beverly Hospital. It will improve the quality of life not only for the 33-year-old Ingraham, but for scores of North Shore residents suffering from kidney disease, he said.

The tall, athletic Ingraham, who learned he had kidney disease when he was 19 years old, became dependent on dialysis treatments at the age of 25. It was the only option left to him when an alternative solution failed.

Sitting in an easy chair in his sun-splashed living room, dressed in faded jeans, a flannel shirt and running shoes, Ingraham sipped a cup of hot coffee, and discussed his 13-year-long battle with kidney disease.

"They had me pegged for a transplant," said Ingraham. "I had three kidney matches from my family, and my sister Jeannie came forward. She was amazing. She's a special girl."

"She gave me a kidney, but it never really took," he said resignedly. "I was highly sensitive to the drug (prednisone, used when the transplant was done) and it just about did me in."

The transplant resulted in some side effects, including a case of chemical diabetes and a loss of hair. The hair has since returned. "The surgical area became very infected," he recounted, "and I had muscle loss everywhere. I was 200 pounds when I went in, and 140 pounds when I came out."

In addition, he was receiving constant doses of the drug demerol, and soon became addicted to it. "They weaned me off that just as they would a druggie," said Ingraham.

When the kidney transplant failed, Ingraham, who works at Thompkins Furniture in Danvers, was forced to return to hemodialysis, a process that filters toxins and fluids from his system. "The (dialysis) machine takes blood from the body, cleanses it, and puts it back into the body," he explained.

According to Ingraham, it's a process that requires him to go to Beverly Hospital three times a week, and each session lasts four to five hours.

"Dialysis just maintains you at a level where you can get by with a reasonable lifestyle," he noted, "and there can be a lot of side

ate those problems. It was introduced by Dr. H. Martin Friedman and Mr. James Hutchinson of the FHK Corporation in Brooklyn, N.Y. According to Ingraham, it fits in a case that's about the size of a thick briefcase. It weighs just over 15 pounds, and is powered electrically. With the proper equipment, it can be adapted to European and Japanese power supplies, allowing patients to travel much of the world.

Obtaining the machine

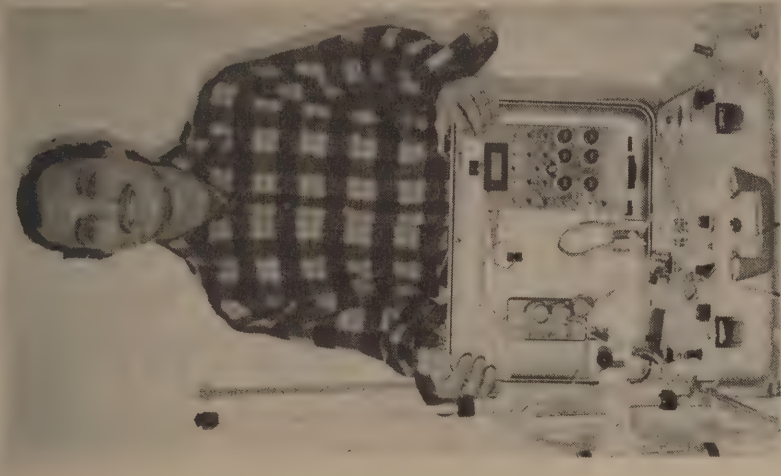
When Ingraham first read about the revolutionary new machine a year ago, he immediately knew he wanted to obtain one for himself and area residents. "I knew I'd be responsible for the funds," he recounted.

"I'm doing this for myself and for the others on the unit," he said. "I've been thrilled with the response of the doctors, staff and patients. There's a very 'up' feeling about the machine, a general excitement."

The first step was learning more about the machine, which has been approved by the Food and Drug Administration. "I wrote to Dr. Friedman for specific information, then wrote up a proposal," he recounted. "I asked the (Beverly) hospital if I raised the money, would they take it over. They've been behind me 100 percent."

The response to Ingraham's cause has been widespread, with some organizations such as the Danvers Rotary, Danvers Herald, Kiwanis Club, and Mutual of New York making substantial donations.

The most exciting fundraiser was staged by the McDonald's in North Beverly, which threw a pancake breakfast and raised \$2,400. "That was a tremendous party," laughed Ingraham. Just about all the workers don-



DON INGRAHAM of Linebrook Road spearheaded the fundraising effort to buy the portable kidney dialysis machine, which will be available to North Shore residents and maintained at Beverly Hospital.

effects. They think it's best to try and get a kidney in, and I think that's the proper attitude."

When kidney transplants fail, however, patients are tremendously restricted by their need for constant treatment. For example, Ingraham noted, if patients want to do any extensive traveling, it can be difficult and expensive to arrange treatments at other hospitals.

"You can be put on a (treatment) shift that doesn't agree with you, or you may have to travel 50 miles, depending on how close it is," he pointed out. "Up here (in the northeast), dialysis is done well. Other areas aren't up to par with us."

The portable dialysis machine will elimin-

ated their time, and the chain supplied the food, free of charge.

"People's hearts and wallets have opened," he said. And just as much appreciated as the larger donations was the four-dollar gift sent by an elderly North Shore resident.

"That's probably all she could afford," Ingraham said gratefully.

"It's been a rewarding experience," he said of his fund-raising efforts. "People rise to the occasion to help you improve your quality of life."

Future plans

Ingraham is already working for funds to maintain the new machine, and purchase a second one. Before the purchase of the new machine, over \$17,000 had been contributed to the cause.

If you'd like to make a donation, checks or money orders should be sent to Donald Ingraham at 41 Linebrook Road, Ipswich, Mass., 01938. They should be made payable to Beverly Hospital, and it should be specified they are to be used for the portable dialysis system.

Despite his kidney problem, Ingraham enjoys swimming, cycling, weight-lifting and hiking. The portable machine will give him the flexibility to hike the mountains of New Hampshire and Maine, and there will no longer be a rush to return to the Bay State for treatments.

Ingraham is happy about the freedom the portable machine will provide for him and other dialysis patients. "I haven't been away for more than two-and-a-half days in the last eight years," he revealed. "This is a whole new ballgame."

Fr. Melea celebrates 50 years in priesthood

By STEVE O'CONNELL

Rev. William J. Melea, pastor of St. Joseph's Church from 1961 until his retirement in 1977, will celebrate his 50th year in the priesthood with an 11 a.m. Mass of Thanksgiving Sunday morning at his former parish.

Late last week he sat on the porch of his Little Neck home and reflected on his five decades as a man of God and on the winding path that led him to the priesthood.

"In my estimation you don't choose the priesthood," said the bespectacled gentleman. "You feel the call within you asking you to follow Almighty God. You had a feeling the Lord wanted you. I felt it while I was still in grammar school."

Despite hearing the call, Rev. Melea wasn't convinced it was strong enough. The Newton native attended Boston College for two years, then enrolled at St. John's Seminary in Brighton. "I was still not sure," he said. "I didn't have a positive feeling this was my place in life."

After two years at the seminary, Rev. Melea returned to Boston College, where he earned a Bachelor of Arts degree, and his plans to become a priest were temporarily abandoned.

He took a job working for the state, investigating people who were sent to prison. His business addresses were the Charles Street Jail and Deer Island. "After interviewing the people and their families, I'd make a decision as to what I thought their weaknesses were. After four years I decided I had to give the seminary another try," said the priest. "I had seen the world in a different light."

The person who most positively influenced

He enrolled in St. Mary's in Baltimore, and after a year returned to St. John's in Brighton, where he was ordained four years later at the age of 31, by William Cardinal O'Connell.

Fr. Melea's first assignment was at St. James Church in Salem, where he filled in for a vacationing priest. When asked what it was like giving his first sermon, he replied without hesitation, "My knees shook. But I got along alright."

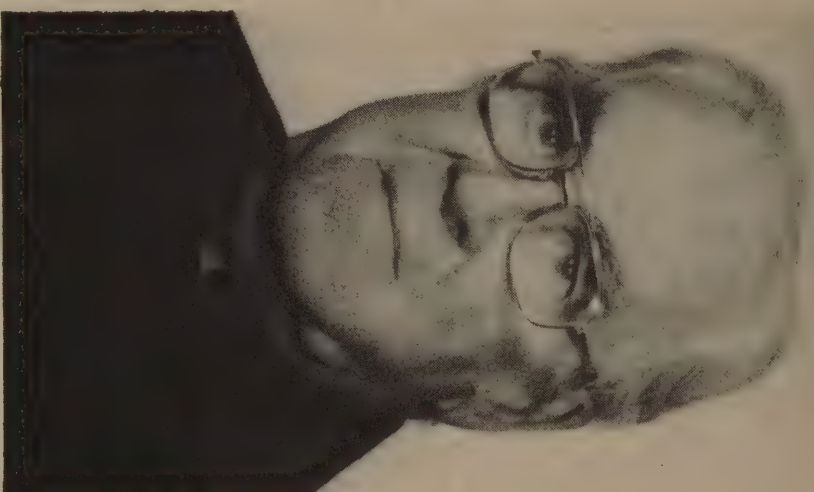
From there he moved to St. Joseph's in Amesbury, where he served for 10 years. While at the parish he organized a drum and bugle corps and a four-part mixed choir, which he directed. "During my growing years I was a piano player in a little dance band. I was interested in music all my life," he noted.

Fr. Melea also helped out with the area basketball league during his decade in Amesbury.

Eventually the clergyman was transferred to St. James in Boston, on the edge of the Combat Zone and Chinatown. It was a bit of a culture shock for the small town priest. "I spent six years there. You never knew what you would run into," he said with a wry smile.

"The real Combat Zone was in Scully Square at that time," he continued. "You could walk through all sections of the city at night. Only the beggars would approach you. There were no dangerous encounters that I recall."

There was, however, a neighborhood tavern just around the corner from the parish, and it wasn't uncommon for Fr. Melea to get a call at odd hours of the night for an emergency there.



Father William Melea

Like a career army officer, Rev. Melea was transferred once again, this time to Immaculate Conception in Stoughton. While he was there, a generous donor sent him and another priest to Europe for two months. Fr. Melea's stay ended up being twice that long, because he suffered a heart attack on the last leg of the 13 country tour in London.

Upon his recovery and return, Rev. Melea was assigned to Mt. St. Joseph Academy in Brighton, where he was a chaplain for nine years, also taking time to teach at Aquinas College in Milton two days a week. It was here he would learn of his final transfer to Ipswich.

"I was in the middle of a class one day when a girl came in and said I had a phone call. I told her to take a message and I would call him back," he recalled.

"She said, 'Father, it's Cardinal Cushing.' I told her, 'Forget what I just said, I'll take it.'"

Fr. Melea accepted the post as pastor of St. Joseph's, in a town he'd only visited on highway signs. His sole Ipswich connection was Attorney Raymond Sullivan, who was a classmate at Boston College in 1920.

While serving in Ipswich, Fr. Melea spearheaded the fund-raising drive for a new church, and the result can be seen at the intersection of Linebrook and Pineswamp Roads.

The need for the new church was clear in the early 1960s, according to the clergyman. "At the old church (now the Russian Orthodox Church on Mt. Pleasant Avenue) they would be standing out in the street during the summer."

When asked how he prepared his sermons Sunday after Sunday, Rev. Melea chuckled and replied, "I never wrote a sermon in my life. I'd just do lots of thinking during the week and go out and say what I felt. I always had an idea of what I was going to talk about."

Rev. Melea said the most rewarding aspect of his career involved bringing people closer to God. "I found rewards in every parish to which I was assigned," he said, "even in the Combat Zone. If you can bring someone closer to God, that's probably the greatest reward anyone could ask for."

Just as his parish priest had provided inspiration and guidance for Rev. Melea, he in turn proved a fine role model for his young assistant, Rev. Walter Edyvean, now a priest at St. John's in Brighton. "I served with Fr. Melea at St. Joseph's in Ipswich in my first assignment after ordination," he recalled.

"I found in him the same ideals about the life and work of a priest after 30 years of priestly life that I valued as a young priest," said Rev. Edyvean.

"He showed deep conviction about the church and priesthood, great personal modesty, commitment to steady work, warmth and gentleness with persons," reflected Rev. Edyvean. "He has been very happy with a half century as a priest."

The last statement is one Rev. Melea agrees with wholeheartedly. "I would positively do it again, all the way," he stated.

Healthy competition

TIMES
5.24.81

Some members of the Peabody City Council and trustees of J.B. Thomas Hospital have to deal realistically with the competition of walk-in medical centers, surgi-centers and health maintenance organizations that are taking root in the area.

In the span of less than a year, five medical facilities have been approved or constructed:

- Beverly Hospital's surgi-center proposed for Prospect Street;
- AtlantiCare's walk-in medical center on Andover Street in Danvers;
- Harvard Community Health Plan's center off Route 128;
- Blue Cross/Blue Shield's center under construction at the Northshore Shopping Center;
- And, most recently, Med-1's latest facility at Syms Plaza in West Peabody.

It was the approval of the Med-1 walk-in center Tuesday night that worried some city councilors that more competition would be a problem for the city-owned J.B. Thomas Hospital.

"One of these things is going to be the straw that breaks the camel's back," argued at-large member William Toomey, who, with Councilor-at-large Vincent Raponi, voted against the Med-1 proposal.

Toomey, Raponi and J.B. Thomas Hospital officials should put their emphasis on strengthening the camel's back so it doesn't break under the weight of competition.

The jury is still out on whether the health care offered at "docs in a box" — a short-hand designation for walk-in centers — is as good as what's offered in established hospitals.

What's hoped is that the competition among the different kinds of health care facilities will improve the quality of the care and make it more affordable.

Beverly Hospital cites employees for service

BEVERLY — Beverly Hospital recently honored 190 employees for service to patients and the community.

Recognition ceremonies were held the week of May 6-12. Hospital president Robert R. Fanning Jr. congratulated each of the longest service personnel and presented them with special awards.

Priscilla Bagnell of Beverly, an employee of medical records, was honored for 35 years' service. Receiving awards for 30 years were Muriel Anderson of Wenham, assistant director of nursing; Ila Phelan of Beverly; nursing; and M. Isabelle Ward of Hamilton, housekeeping.

New members of the hospital's Quarter Century Club, recognizing 25 years of employment, are Joseph Belanger, food service; Eugene Bourque, maintenance; Carolyn Chambers, medical records; Eleanor Corson, IV therapy; Virginia Russell, nursing; and Helen Tibbetts, nursing.

Service pins for 20 years were awarded to Jane Bartlett, Dora Bell, Gloria Deveau, Florence Lagasse, Elizabeth MacPhail, Shirley Pillsbury, Lois Piotrowski, Angeline St. Cyr, Olga Varnavas and Margaret Wilson.

Receiving 15-year pins were Barbara Bray, Robert Brown, Patricia Foley, Chaplain Donald Hunt, Marguerite Kaminski, Lucille Kelleher, Barbara Kelley, Janice Kelley, John Kemp, Barbara Kinsman, Diane Layton, Corinne Menesale, Sandra Murray, Rita Negrotti, Catherine Palmer, Jean Richards, Beverly Vagos, Jane

Vose, Patricia Wallis and Joyce Willett.

Forty-two employees were recognized with pins for 10 years' service, and 107 received five-year pins.

Four individuals were also singled out as Employees of the Year. They are John Prochilo, administrative coordinator, bioenergetics laboratory; Karen Tompkins, social service/continuing care; Dora Osvay, food service; and Ruth Coonrod, nursing.

The Beverly Hospital Employees of the Year are nominated each year by managers and selected by administration for exemplary performance in their own positions as well as toward departmental and hospital goals.

The hospital also honored its volunteers with a celebration May 10 at the Ayer Estate in Wenham.

The evening's events included an authentic colonial buffet and special guest Sid Dimond. An historical dramatizer, Dimond portrayed a colonial shipping clerk in his presentation of "A Day in the Life of an Early Bostonian". Dressed in authentic hand crafted clothing of the period, he described life in Boston in 1784.

He revealed why people needed secret pockets in their clothing, discussed the problems of soldiers returning from the Revolutionary War and described the frequent fires and diseases that swept Boston.

"Those 'good old days' weren't so good," said Dimond. "A serious inflation was crippling the economy. The currency authorized by the Continental Congress was all

but worthless. Criminals roamed in streets in groups, assaulting and robbing almost anyone who ventured out alone, even in the day time."

Dimond is a writer and former broadcaster who developed the colonial clerk character during the Needham Bicentennial celebration in 1976.

Beverly Hospital presented this event to thank the numerous volunteers who have faithfully aided the hospital over the past year. More than 200 men, women and teenagers from North Shore communities give invaluable time and skills to support and enhance health services and patient care.

Several volunteers who have given more than 3500 hours in service were recognized with the installation of an attractive oak plaque, bearing their names.

The long service volunteers include Jessie Chadder (deceased), 4691 hours; Lillian Cohn of Beverly, 3949 hours; Frances Conant (deceased), 3687 hours; Mildred Craik of Beverly, 5088 hours; Mary Dow of Beverly, 3619 hours; Betsy Hall of Beverly Farms, 3565 hours; Betty Harris of Beverly, 5617 hours; Fred Howlett of Beverly, 4225 hours.

Also Lillian Kanter of Beverly, 3997 hours; Penny Magnuson of Manchester, 3726 hours; Antonio Paglia of Beverly, 10,615 hours; Edith Peterson of Essex, 9353 hours; Esther Sterman of Beverly, 6419 hours; Ruby Tibbetts of Beverly, 3577 hours; Phyllis Tuckerman (deceased), 6632 hours; Elsie Watters of Beverly, 4821 hours.

NEWS 5.24.84

Beverly Hospital says 'thanks' to its 200 volunteer workers

BEVERLY — Beverly Hospital feted its volunteer workers recently at the Ayer Estate in Wenham, saying "thanks" with an authentic colonial buffet and entertainment.

According to hospital officials, more than 200 men, women and teenagers from a number of North Shore communities give invaluable time and skills to support and enhance health services and patient care at the hospital.

Entertainment was provided by Sid Dimond, an historical dramatizer. Dimond portrayed a colonial shipping clerk in his presentation of "A day in the life of an early Bostonian."

A writer and former broadcaster, Dimond developed the colonial clerk character during the Needham Bicentennial celebration in 1976.

Several volunteers who have given more than 3,500 hours in service were recognized with the installation of an oak plaque bearing their names.

They include: the late Jessie Chadder, 4,691 hours; Lillian Cohn of Beverly, 3,949; the late Frances Conant, 3,687; Mildred Craik of Beverly, 5,088; Mary Dow of Beverly, 3,619; Betsy Hall of Beverly Farms, 3,565; Betty Harris of Beverly, 5,617, and Fred Howlett of Beverly, 4,225 hours.

Also, Lillian Kanter of Beverly, 3,997; Penny Magnuson of Manchester, 3,726; Antonio Paglia of Beverly, 10,615; Edith Peterson of Essex, 9,353; Esther Serman of Beverly, 6,419; Ruby Tibbetts of Beverly, 3,577; the late Phyllis Tuckerman, 6,632, and Elsie Watters of Beverly, 4,821 hours.

BE SALEM, MASS., EVENING NEWS — FRIDAY, MAY 25, 1984

17

Music theater has a 10-show season

BEVERLY — North Shore Music Theater's 10-show schedule for the 1984 season will begin June 9 with a special preview performance to benefit the Beverly Hospital Aid Association.

The special performance of Kiss Me Kate has special significance for both the theater and the aid association.

Thirty years ago, the association held the first benefit in the then newly opened North Shore Music Tent. The production then was Cole Porter's all time favorite, Kiss Me Kate.

Tickets to this year's benefit will be sold at the special rate of \$10 each. Ticket information may be obtained at the Beverly Hospital Volunteer Office.

The 30th anniversary season opener, a modern version of Shakespeare's The Taming of the Shrew, will star John Raitt.

The Gretchen Cryer/Nancy Ford musical, I'm Getting My Act Together and Taking it on the Road, is scheduled from June 25 to June 30. Nancy Dussault, the star of TV's Too Close for Comfort, plays Heather Jones.

From July 2 to July 14 Show Boat, Edna Ferber's story of life on a Mississippi show boat is transformed into a Jerome Kern, Oscar Hammerstein masterpiece of musical theater.

Jim Nabors' quick wit and rich classical baritone will be featured during the week of July 16. Also on the bill will be the Shaw Brothers and their blend of traditional and contemporary music.

Victor Borge, "the Great Dane of Comedy," will bring his one-man show to Beverly July 24 through 28. Pump Boys and Dinettes, a high spirited musical review, will play from July 30 to Aug. 4.

From Aug. 6 to 18, Jack Jones and Rosemary Clooney for the first time anywhere will appear together on stage, adding their musical capabilities to the Woody Herman Orchestra's Big Band sound.

Baby is scheduled to run Aug. 20 to 25 followed by American Dancemachine Aug. 27 to Sept. 8. The season will close with The Stars of the Lawrence Welk Show, featuring Myron Floren, Norma Zimmer, Arthur Duncan, Sept. 12 to 15.

NEWS 5.24.84 *
FOR THE HOSPITAL: The Beverly Hospital Aid Association will hold a special benefit performance of "Kiss Me Kate" Saturday, June 9 at 8 p.m. Tickets are \$10. The event marks an anniversary of sorts for both the association and theater. The first play staged at the theater when it opened 30 years ago was "Kiss Me Kate" and it was also presented to benefit the association. For more information, call 922-3000 ext. 2307.

Walk-in centers

By JANET D'AGOSTINO
Essex County Newspapers

6 AUG. TIMES
5.31.84

Sore throats, cuts and skin rashes are the most frequent problems treated at walk-in medical centers, facilities which bill themselves as alternatives to emergency rooms or doctor's offices.

The prognosis for the future of walk-in medical centers is not certain yet. But so far they seem to be filling a gap left open by long waits in emergency rooms or for an appointment in a doctor's office.

There are two walk-in medical centers on the North Shore, one in Salem and one in Danvers, and a third opening in West Peabody this summer. Operators of these clinics say they are doing what they set out to do and that business is fine.

"We got off to a terrific start and we're continuing the pace," said Richard Bane, president of the Med 1 center on Lafayette Street in Salem.

At the Atlanticare Medical Treatment Center on Route 114 in Danvers, the "census is on the rise," according to Chris Capetanelis, R.N., clinical director of the center.

Bane described Med 1, which opened in October of 1983, as "a cross between a family doctor's office and an emergency room." The center is geared for medical problems which arise sud-

New center to open in West Peabody

MED-1 Walk-in Medical Center will open a health care facility in West Peabody in July 1984.

The new center, in Syms Plaza on Lowell Street, will be a joint venture of MED-1 Walk-in Medical Centers, MedQuest, a subsidiary of Northeast Health Systems, Inc. (the holding company for Beverly Hospital), and The Medical Group, an association of physicians affiliated with Beverly Hospital.

In making the announcement, Richard C. Bane, President of MED-1, Robert R. Fanning,

ly, rather than for chronic problems, such as diabetes or heart disease. People can be treated for minor emergencies, sore throats, physical exams, or back strain.

"We would refer an ongoing problem to an appropriate physician," said Bane.

The Medical Treatment Center operates similarly to Med 1 and since opening in September of 1983, has treated 1,700 patients. The center cares for an average of 24 people a day and the most common ailments treated are upper respiratory infections, skin problems, minor injuries such as lacerations and sprains, and hypertension, said Ms. Capetanelis.

Sore throats and lacerations are the most common complaints that bring people to Med 1, where an average of 250 to 300 people are seen a week, said Bane.

Both centers are equipped to handle acute emergencies if necessary, but are geared to care for life's little aches and pains.

"We'd stabilize the person and then send them to a hospital emergency room," said Bane.

Said Ms. Capetanelis, "Our patient population is using the center appropriately. Rarely does a patient come to us who needs to be sent to a hospital because of a life threatening situation."

Med 1 is open 8 a.m. to 10 p.m. 365 days a year. There is always at least one physician on duty, along with nurses, x-ray technicians and other

Jr., President of MedQuest, and Dr. Philip Her- rick of The Medical Group, stressed that the new facility will provide state-of-the-art, affordable health care to the communities of West Peabody, Lynnfield and North Reading.

MED-1 founder Richard Bane points out that "When we opened the first MED-1 in Salem last year, we said that it was our intention to provide medical service where we saw a need, and to work with local firms and communities to provide that service."

replace emergency rooms

medical staff.

The Medical Treatment Center is open from 10 a.m. to 8 p.m. and is also staffed at all times by a doctor, nurses and other medical staff.

Said Capetanelis, "A patient who comes to the Medical Treatment Center with a health problem is looking for fast, efficient, quality care at lower costs." Both centers prefer that patients pay up front, but will accept some forms of insurance.

"We encourage payment at the time of service because it reduces our costs, but we do accept insurance," said Bane.

The Medical Treatment Center was developed by Atlanticare Health Services, a holding company for Atlanticare Corp. which owns and operates Lynn and Union hospitals in Lynn.

Med 1 is a privately owned chain which opened its first office in Salem. A Med 1 will be opening in West Peabody this summer at Syms Plaza, and Bane said he expects two to four more to open on the North Shore. Med 1 will be merging with another chain called Health First which has centers in Medford and Reading, said Bane.

Operators of both centers believe that there is a need for the care they provide.

"I believe we're here to stay," said Bane. "We're a more convenient alternative."

Janet D'Agostino is on the staff of the Peabody Times and the Beverly Times.

CRICKET 6.1.84
Kiss Me Kate

Don't miss a Broadway-quality show for only \$10 right here in your backyard. Cole Porter's *Kiss Me Kate* starring John Raitt, which will run for two weeks at the North Shore Music Theatre in mid-June, will open with a special benefit preview on June 9th at 8:00 p.m. The Beverly Hospital Aid Association offers this low, low price of \$10 (\$6 tax deductible) for a fabulous show featuring many great songs, such as *Wunderbar*, *So In Love*, *Too Darn Hot*, and *Brush Up Your Shakespeare*. Plan now to attend, don't miss this golden opportunity everyone's talking about. Don't forget *Cats* cost from \$30 to \$50 per ticket this winter! For tickets to *Kiss Me Kate* on June 9th, call the Beverly Hospital (922-3000) Volunteer Office.

SALEM

'Waist Watch' 64.84

BEVERLY — The next monthly "Waist Watch" for graduates of Beverly Hospital's weight loss and exercise program will be held Tuesday, June 5, from 6 to 7 p.m.

The session will be held in the Nutrition and Fitness Center and includes group discussion and a 45-minute exercise program.

The exercise component may be continued for eight weeks, meeting on Tuesdays and Thursdays from 6 to 7 p.m.

Graduates may attend only the Waist Watch or may enroll in the continuing exercise program. Additional information is available at the hospital's nutrition center.

"Kiss Me Kate"

BEVERLY — Cole Porter's "Kiss Me Kate" starring John Raitt, will be running for two weeks at the North Shore Music Theatre.

A special benefit preview will be on June 9 at 8 p.m. It will benefit the Beverly

Hospital Aid Association. For tickets to that performance, call Beverly Hospital and ask for the volunteer office.

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CRICKET 6.1.84
Beverly Hospital Honors Volunteers

In recognition of National Volunteer Week (May 6-12), Beverly Hospital honored its volunteers with a celebration on May 10 at the Ayer Estate in Wenham.

The evening's events included an authentic colonial buffet and special guest Sid Dimond. An historical dramatizer, Dimond portrayed a colonial shipping clerk in his presentation of "A Day in the Life of an Early Bostonian". Dressed in authentic hand crafted clothing of the period, he described life in Boston in 1784.

Beverly Hospital presented this event to thank the numerous volunteers who have faithfully aided the hospital over the past year. More than 200 men, women and teenagers from North Shore communities give invaluable time and skills to support and enhance health services and patient care.

Several volunteers who have given more than 3500 hours in service were recognized with the installation of an attractive oak plaque, bearing their names. Among these was Penny Magnuson of Manchester, 3726 hours.

Beverly Hospital reaches to Rowley

TIMES 6.5.84

By BRION O'CONNOR
Essex County Newspapers

ROWLEY — The Beverly Hospital, in an effort to expand visibility throughout the North Shore area, will be bringing doctors' offices to Rowley.

According to Director of Development and Community Relations Jack Good, the hospital may be operating a "primary care and pediatric medicine" office in town "sometime this summer."

Reacting to a patient opinion poll from the Cable Emergency Center in Ipswich, said Good, the hospital purchased the Kasabian residence at 89 Main Street with the intentions of establishing the office.

"We found a strong interest in bringing a family practice to Rowley," said Good, referring to the polling of patients at the hospital's Cable facility.

"We're not intending to compete with

the doctors in town, but we do see ourselves as offering an alternative," said Good.

The office, said Good, will be an "extension of the Ipswich facility," occupied by three to four doctors currently practicing at Cable, for a total of approximately 20 hours per week. Only one doctor will man the office at any given time.

In addition to making the doctors more accessible to town residents, Good also said the "satellite" offices will shorten the time required to process tests at Cable.

"It will also help increase visibility for us in Beverly," he added.

The large blue house, located on the south side of the Town Green, was purchased in May from Anna and David Kasabian, and has received permits from Building Inspector Jack L'Hon-medieu for minor renovations on the first floor. The second floor will feature an ordinary rental apartment.

Lifeline Program Benefits From Performance

The Beverly Hospital Aid Association has been active within the community for over 74 years. Thirty years ago, the Aid Association held the first benefit in the newly opened North Shore Music Tent, as it was called then. The production was Cole Porter's all time favorite, "Kiss Me Kate".

On Saturday, at 8 p.m. history will repeat itself as the Beverly Hospital Aid Association presents

"Kiss Me Kate" in this season's premier performance at the North Shore Music Theatre.

Tickets will be sold at the special rate of \$10 each for the preview performance only. Ticket information may be obtained from the Beverly Hospital Volunteer Office.

All funds raised by the Aid Association are donated to the Hospital and used to purchase equipment. This year's fund

raising efforts by the Aid are directed toward the Lifeline program.

Lifeline is a personal emergency response system for the elderly or disabled living alone. A signalling device worn by subscribers allows them to simply push a button to summon assistance in an emergency.

According to Bonnie Shelkrot, Lifeline coordinator, the program has been extremely successful.

Since its inception ago, 11 subscribers assisted in medical. Mrs. Shelkrot added currently has 34 subscribers through North Shore.

The Beverly Hospital Aid Association already has 11 Lifeline units, each \$500, and proceeds from "Kiss Me Kate" performance will be used for additional

'Kiss Me Kate' at North Shore Music Theater

Cole Porter's "Kiss Me Kate," starring John Raitt, will run for two weeks at the North Shore Music Theater in mid-June and will open with a benefit preview on June 9 at 8 p.m.

The Beverly Hospital Aid Association is offering tickets for \$10 (\$6 tax deductible) for a show featuring such songs as "Wonderbar," "So In Love," "Too Darn Hot," and

"Brush Up Your Shakespeare."

For tickets to "Kiss Me Kate" on June 9, call the Beverly Hospital Volunteer Office at 922-3000.

NS WEEKLIES - SEC. B WK OF JUNE 4, 1984

THE TIMES
THURSDAY
JUNE 7, 1984

BEVI

Hospital maternity unit

By VIRGINIA LOWRY
Times staff

BEVERLY — Continuing efforts at Beverly Hospital to make the birth experience a more comfortable one are getting a \$400,000 boost this summer.

Renovations to the hospital's labor and delivery suite began two weeks ago and, when completed, will eliminate the unit's separate labor, delivery and recovery rooms. They will be replaced by six rooms designed to accommodate a new mother and her support group throughout the entire birth process.

"Right now, we have one birthing room, three labor rooms, three delivery rooms and a recovery room," according to Dorothy Kuell, clinical director of maternal and child health.

Under the present system, one in use nationally for generations, "the majority of women go into

the labor room, then to delivery, then to recovery. That's a lot of rooms, a lot of moves, and it just sort of fragments everything because it (the birth) is all one experience.

"When a woman is about to birth a baby, she doesn't want to move, even if she's pushed down the hall in a bed."

The suite's new design, Ms. Kuell said, should make the entire birth experience a more comfortable one, both physically and emotionally, during a time when physical and emotional well-being are inseparable.

Once admitted to Beverly Hospital for a delivery, a woman, her family and others who may accompany her to the hospital will be able to remain together, within the same setting, throughout the time she is in the suite. "It's their room," according to the director.

She said each room also will have its own bathroom, complete with whirlpool tub and shower.

"Hot water is very relaxing to a woman," according to Ms. Kuell. "And reclining in the water displaces the abdominal wall. Therefore there's not the pressure on the uterus causing discomfort. It's just a totally relaxing experience."

Other physical differences, Ms. Kuell said, should contribute to emotional well-being of mothers and their families and include using non-frosted windows — a significant departure from past practice — and keeping machines such as fetal monitors nearby, but out-of-sight.

Such discoveries and accommodations to the wishes of women are among many made by members of the medical profession in recent years, said the director.

"Women want choices when they come in. They need choices. That's what we're going to be doing, giving them all of the choices we can," Ms. Kuell said.

Beverly Hospital Aid Raises Funds for Lifeline

Having recently completed payment of a \$75,000 pledge to the Beverly Hospital Development Fund over the past five years, the Beverly Hospital Aid Association is now concentrating its efforts in helping to supply equipment for the area's LIFELINE program. A special preview presentation of Cole Porter's "Kiss Me Kate" will be staged on Saturday evening, June 9th, at 8 p.m., at the North Shore Music Theatre to benefit the Beverly Hospital Aid.

"What is LIFELINE?" LIFELINE is a personal emergency alert system offered to the elderly, disabled or chronically ill people who desire a means of security that will allow them to live alone in safety.

LIFELINE is very simple to use. The person wears or carries an electronic "beeper." In the event of an accident or sudden illness, the push

of a button activates a transmitting unit attached to the home telephone which sounds an alarm at a response center based at the 24-hour Cable Hospital Emergency Service in Ipswich. Professional medical personnel at the center then call the person to determine the problem. If there is no answer, the center alerts a nearby friend, neighbor, or relative who has agreed to respond to calls for help.

If a medical emergency exists, then an ambulance and medical personnel can be summoned. The small, wireless beeper has a range of 200 feet and works even if the phone is off the hook. The unit also has an automatic timer. If no calls have been made or received in a specified period of time and the timer has not been manually reset, a signal is automatically

(Continued on Page 11)

LIFELINE—(Continued from Page 1)

sent to alert the response center.

The LIFELINE system was developed by Andrew S. Dibner, Ph.D., a professor of psychology at Boston University. His company, Lifeline Systems, Inc. of Waltham, manufactures and distributes its patented equipment to more than 1000 organizations (primarily hospitals) in 50 states. There are presently 50,000 LIFELINE units in circulation. Beverly Hospital has 53 units available, with 31 subscribers in 15 communities (three of which are in Manchester). There is an installation charge of \$20.00, with a monthly rental of \$26.60. For further information on any aspect of the system, contact Bonnie Shelkrot, LIFELINE Coordinator, at the Beverly Hospital.

Manchester residents who presently serve on the board of the Hospital Aid Association are: Candy Bergquist, Jane Brown, Laura Cutler, Mary Ann Dalton, Connie Eppel, Debbie Miller, Lee Simonds, and Polly Townsend. They encourage all residents to show support of the Aid by attending the "Kiss Me Kate" performance this Saturday evening. Call any of them for ticket information.

MANCHESTER CRICKET 6.8.84

Eleven



Lindsey Tuff, a volunteer installer of the LIFELINE Program, explains unit to Mrs. Josephine S. Dalton of The Plains.

read about the people involved and the organizations like the American Legion Post who funds Bill Corley and his volunteer crew in subsequent articles.

Right now just set aside July 3 from 4 p.m. until the fire starts to dim for the best all-Manchester July 4th eve, ever.

All proceeds from the lobster feed will go to benefit the Save the Steeple Fund. This one will surely put us over the top in style.

Tyke is going all out for this one and will be featuring stories about Townie Fourths that will just blow the lid off a 5-cent can.

Vin Terrill

CONTRIBUTIONS TO MUSIC

(Continued from Page 1)

hundred years. The book is scheduled to be published next year by the University of California Press. A copy of Dr. Read's "Intermezzo" article is

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MANCHESTER

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Many thanks again to our great police and firemen for their prompt response to our call, and getting my husband to the hospital in time. Manchester should be very proud of them.

Thank you sincerely,
Mrs. Charles Logue
and Family

CARD OF THANKS

Thanks to our many friends for the kindness shown to Charlie with their many masses, novenas, flowers and cards. They mean so very much to all of us.

Sincerely,
Mrs. Charles Logue
and Family

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Twelve

Chief Radack Retires—(Continued from Page 1)

On November 2, 1966 he was appointed as Sergeant along with the then Sergeant Daniel MacEachern and there was to be a day shift and night shift sergeant. However, it was soon after that Sergeant MacEachern took ill and never returned to the department.

Next in the chain of command for "Pop" was to be named Acting Chief on Acting 2, 1968. This came following the retirement of one of the town's most beloved servants, Chief Andrews. Later that year, "Pop" was appointed Chief on October 15.

According to "Pop," "We've had it all! We've had murders, rapes, you name it." The only difference according to the Chief is that in a big city it happens with more frequency whereas in a small town like ours it does not occur as often but when it does, it has more impact on the entire community.

Being Chief in a small town is harder because you know everyone, commented "Pop." He went on to say that it's not an easy job, "you listen to everyone's problems or complaints." In a small town you're closer to those who make their complaints known to you."

The Chief stated that he always tried to help those who were down. One time when the Police Chiefs used to act as prosecutors and "Pop"

the best of equipment, mentioning the new BAPERN communications system which will be installed in the near future. And the training is great, especially the EMT training. It has been such a gratifying experience to sit here and see people come in, as many as five a year, that these men have saved their lives and in some instances such as last summer, actually brought a woman back from death."

When he took over as Chief, "Pop" worked seven days a week the first two years. Since then he stated that he managed to take about five days a year off.

The Chief noted that perhaps the hardest things he ever had to do as Chief, is to notify the parents of a kid who has been in an accident, that the accident was fatal to their son or daughter. "When prom time arrives, my nights become sleepless," he said. This year, due in a large part to the education on drug and alcohol awareness, it was a safe and happy prom from the police's point of view.

One of the highlights during his police career when the town built the new Town Hall and Police Station complex. "It was a great moral booster," he stated. The new station was opened in 1970.

"At the old station when we were heated by

position.

TIMES

6.7.24

MORE OF A GOOD THING: Jack Good, director of development and community relations at Beverly Hospital, has been the recipient of so many community and service-oriented awards that he'll soon need a larger office. His most recent recognition came early this week, when he was given the President's Service Award of the New England Association for Hospital Development. Retiring association president James Greenfield presented the award during the group's annual meeting and conference at the Sheraton Boxboro. To top things off, Good, a former B'nai B'rith Man of the Year, was also elected vice president of the association.

JOINING HANCOCK: Beverly Hospital is one of 17 area facilities to join the John Hancock Mutual Life Insurance Company's "SelectCare" program. The hospitals in the SelectCare system and the doctors on their staffs selected to participate agree to provide discount health care services with limits on prices charged for their services for patients enrolled in the Hancock program.

TIMES 7.12.54

Surgery permitted on woman, 92

The judge who ruled a 92-year-old woman had the right to refuse life-saving surgery reversed his decision after visiting the woman in St. Elizabeth's hospital and conferring with specialists there.

Judge Thaddeus Buczko last May ruled Mary Hier, who has been fed by a tube in her stomach for the last 10 years, had the right to refuse to have the tube reinserted after she pulled it out in April.

However, after visiting Mrs. Hier and conducting a hearing at St. Elizabeth's hospital last week, the judge ruled in favor of the surgery when he discovered the woman "had a strong desire to live," and that the reinsertion would be simple.

When Mrs. Hier was in Beverly Hospital in May, Buczko was told the neces-

sary surgery would be risky. But the St. Elizabeth staff said it would be a simple procedure. A gastronomy tube has since been reinserted, and she is listed in good condition.

Mrs. Hier, who is a chronic psychotic and spent 57 years in a New York state psychiatric hospital before coming to Beverly Nursing home, was previously receiving 400 to 500 calories a day with intravenous feedings.

Her lawyers, Karl Spitzer and Robert Ledoux, said she was slowly starving to death because she was not receiving enough protein and fat, and her body began breaking down its own muscle and fat supply.

Earlier, the lawyers claimed Mrs. Hier was not competent to decide if she wanted to die and denied she had expressed the desire.

SALEM NEWS 6.11.54

Beverly Nursing Home patient has right to refuse treatment, court says

BOSTON — Mary Heir, 92, a patient at the Beverly Nursing Home, has refused to undergo surgical procedures which could prolong her life.

The Massachusetts Supreme Judicial Court declined to review the case of the mentally ill woman, Friday, after the Massachusetts Appeals Court upheld an Essex County Probate Court ruling she would reject the treatment if she were competent enough to make the decision herself.

Her opposition to surgery, according to the appellate court's determination, "may be seen as a plea for privacy and personal dignity by a 92-year-old

person who is seriously ill and for whom life has little left to offer."

Heir had been a psychiatric patient at a New York state facility for 57 years before she was transferred here.

There was no spokesman available at press time from the Beverly Nursing Home.

According to Heir's court-appointed lawyer, she is now on an intravenous diet of sugar and water and could die if she does not receive abdominal surgery.

According to court records, she suffers from a condition in her esophagus which prevents her from ingesting food orally.

Woman, 92, may refuse surgery

TIMES
6.11.84

BEVERLY — An elderly woman, whose refusal of life-prolonging surgery was upheld by the Massachusetts high court, is listed in fair condition at Beverly Hospital and is described as "alert" by a hospital spokesperson.

The woman was the subject last week of a court battle instigated by her court-appointed lawyer to force surgery that would prolong the woman's life.

A Beverly Hospital spokesman said this morning Mary Hier, 92, a patient at the hospital since April 10, is listed in fair condition. "She is alert and ambulatory," she said. She added the woman is currently being fed intravenously.

"There are no definite plans to discharge her," the spokesperson said.

According to the spokesperson, the woman's physician, Roy Ruff, is currently looking for a nursing home that will care for a patient being fed intravenously.

The state Supreme Judicial Court Friday declined to review a lower court decision allowing the woman to forego medical treatment she needs to live, a published report said.

The high court turned down a request from a lawyer for Mrs. Hier to review a Massachusetts Appeals Court decision, The Boston Globe reported Sunday.

The Appeals Court Tuesday upheld an Essex County Probate Court decision which barred abdominal surgery for Mrs. Hier because Probate Court Judge Thaddeus Buczko said the woman, if lucid, would probably have declined the treatment.

In upholding Buczko's decision, the appellate court said, "Mrs. Hier's . . . opposition to surgery all may be seen as a plea for privacy and personal dignity by a 92-year-old person who is seriously ill and for whom life has little left to offer."

The case originated when the administrator and a nurse in the Beverly Nursing Home, where Mrs. Hier was a resident, filed a petition to have a guardian appointed who could authorize the use of thorazine and surgery needed to reinsert a tube that would carry food directly to Mrs. Hier's stomach.

Woman, page A7

Gloucester Times 6.12.84

Woman, 92, may refuse surgery

BOSTON (UPI) — The Supreme Judicial Court has declined to review a lower court decision allowing a 92-year-old woman to forego medical treatment she needs to live, a published report said.

The high court turned down a request from a lawyer for Mary Hier, a patient at Beverly Hospital, to review a Massachusetts Appeals Court decision, The Boston Globe reported Sunday.

The Appeals Court Tuesday upheld an Essex County Probate Court decision which barred abdominal surgery for Mrs. Hier because Probate Court Judge Thaddeus Buczko said the woman, if lucid, would probably have declined the treatment.

In upholding Buczko, the appellate court said, "Mrs. Hier's . . . opposition to surgery all may be seen as a plea for privacy and personal dignity by a 92-year-old person who is seriously ill and for whom life has little left to offer."

The Supreme Judicial Court Friday declined the request of the court appointed lawyer, Karl Spitzer, to review the lower court ruling.

The case originated when the administrator and a nurse in the Beverly Nursing Home, where Mrs. Hier was a resident, filed a petition to have a guardian appointed who could authorize the use of thorazine and surgery needed to reinsert a tube that would carry food directly to Mrs. Hier's stomach.

Mrs. Hier, a patient at a New York state psychiatric facility for 57 years before entering the nursing home, suffers from an ailment in her esophagus which prevents her from eating through her mouth, court records say. Because she has refused to allow doctors to reinsert the feeding tube, she is now subsisting on 400 calories a day and is undernourished.

According to Spitzer, she subsists on an intravenous diet of sugar and water and could die without the abdominal surgery.

Her chances of survival are 20 to 25 percent if she receives the surgery, Spitzer said. Without the surgery, "her mortality rate is 100 percent," he said.

The thorazine was requested because Mrs. Hier suffers from delusions but she has refused the drug, saying she dislikes injections.

• Woman may refuse surgery

Continued from page 1

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ips awarded



MANCHESTER

Marie G. Dennett Foundation — four scholarships totaling \$2,000 to Christopher Kershaw, Robert Curran, Allison Magoon, and Julie McIlroy.

Manchester Youth Center — \$350 to Anne Masiero.

Mark R. DiNapoli Memorial Scholarship — \$500 to Elisabeth Ghiseline.

Class of 1963, William 'Bill' Hinckley Jr. Scholarship — \$200 to Karen Pszenny.

Class of 1958 of Story High School, in memory of Linda Kehoe and Suzanne Butler — \$200 to Danielle Angelson.

Manchester Woman's Club: Nathan B. Sargent Scholarship of \$1,000 to Suzi Stevens; Alice Forbes Perkins Hooper Medical Scholarship for \$1,000 to Amy MacDonald.

Manchester Parent-Teachers' Association — two scholarships totaling \$600 to Steven Costello and Anne Masiero.

Manchester Club — three scholarships totaling \$1,000 to Suzi Stevens, Karl Bachry and David Brown.

Moses Ware Scholarship — \$200 to Pamela Smith.

Family of Calista R. Jorgensen, R.N., in her memory — \$200 to Karen Pszenny.

American Legion Post 113 — \$1,000 to James Aiello and \$1,000 to Karl Bachry.

Boosters Club — \$400 to Robert Foley and \$400 to Cheryl Sweetser.

Leonard Hersey Memorial Scholarship — \$250 to Garner Ryan.

Janet Brown Memorial Scholarship — \$300 to Joanne Griggs.

Beverly Hospital Aid Association from the Elizabeth Torrey Johnson Memorial Scholarship Fund — \$750 to Karen Pszenny.

The following awards are non-monetary awards: Daughters of Penelope book award to Jennifer Brown.

Amaral Bailey Post 113, American Legion medal and plaque to Karl Bachry and Heather Abendroth.

Manchester Teachers' Association award to Laurie Meehan and Wallace Melvin.

Improvement and Service Award to Charlotte Spintig and James Morgan.

Daughters of the American Revolution Good-Citizenship Award to Conrad Keville.

Board of Selectmen Citizenship Award to Conrad Keville.

• Financial Planning

• Trust and Estate Administration

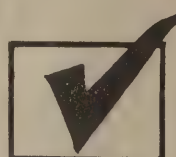
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AL-ANON, 10 a.m.
Seafarers' Beve

157 Maple St., Lynn, Wednesday
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St., Lynn.

Questions raised in Beverly case

By PAULA TRACY
News Staff

6.14.84

BEVERLY — Mary Hier, 92, was lying in a bed at Beverly Hospital, Wednesday, in what hospital officials termed "good condition," after receiving about 400 calories worth of sugar water, reportedly her daily staple since April.

Attorney Karl G. Spitzer sat at his Peabody office desk wondering how her condition could be "good". Because the Massachusetts Appeals Court ruled she would refuse an operation which would prolong her life if she could make the decision herself, "It is pretty clear she is starving to death. Four hundred calories a day is not enough to sustain life for a long time. She is very frail, I know, because I saw her two days ago.

Spitzer is the court-appointed attorney for Hier, who was moved from a New York facility for the mentally ill to the Beverly Nursing Home "relatively recently."

In court, Spitzer contended Hier should receive abdominal surgery. "The crux is this: If a person is terminally ill...there have been cases where people have been allowed to die, but there is no evidence she is terminally ill," he said. "She just needed

an operation."

Now, he said he feels Hier might be too weak to handle the surgery and doctors have reportedly said likewise. Spitzer said he is considering appealing the decision to a federal appellate review board, or try to open it in probate court, "But by the time we get it heard in Washington, she'll probably be dead," he said.

Spitzer said the case is of national importance because the ruling considered the quality of life.

It was ruled she was "'approaching the end of her useful life.' Who's to say what's useful?" Spitzer said. "The state is going to consider the quality of life...It's too subjective. It's reminiscent of dictators and societies we don't agree with," he said.

Spitzer said he did not know the exact reason why she was brought to Beverly Nursing Home. No relatives are known to live in the area, he said, "She has a son in parts unknown, but I don't know how she got here. It wasn't relevant to the case," he said.

Carol Rathbun, director of nurses at Beverly Nursing Home, was not available for comment.

TIMES 6.25.84

I.V. feeding of woman halted

BEVERLY — A 92-year-old woman, whose refusal of medication and life-prolonging surgery went to the state's highest court early this month, has been transferred to a Brighton hospital.

Mary Hier was discharged from Beverly Hospital Saturday, according to hospital spokeswoman Grayce Kushmerek. Ms. Kushmerek said the elderly woman, who had been a patient at that

facility since April 10, was transferred to St. Elizabeth's Hospital.

The case originated from a request by personnel at the Beverly Nursing Home, where Mrs. Hier was a patient, that the Probate Court appoint a guardian to authorize the use of the drug thorazine on the woman, as well as surgery to reinsert a feeding tube into her stomach.

Mrs. Hier's court-appointed lawyer, Karl Spitzer, presented the case to Probate Court Judge Thaddeus Buczko, who refused to order the treatment or surgery. The state Supreme Judicial Court refused to review Buczko's decision.

Last Thursday, hospital personnel stopped Mrs. Hier's intravenous feeding because the condition of her veins had deteriorated.

Richard W. Martel of Salem. Great-grandmother is Mrs. Esther Martel of Salem.

SALEM — Mr. and Mrs. James W. Martel of 87 Leach St., announce the birth of a daughter, Jessica Nicole, on June 1, at Salem Hospital. Grandparents are Richard W. Martel, Lorraine Martel, Sandra R. Walsh, Dana B. Walsh and Yvonne Walsh all of Salem. Great-grandparents are Lena Cazzara of Peabody, Esther Martel of Salem and William Bernier of Salem.

PEABODY — Richard S. Gruntkosky and Leslie E. Bateman of 1 Rainbow Road announce the birth of a son, Brandon John, on May 30, at Salem Hospital. Grandparents are Mrs. Janice Bateman and

birth of a son, Philip Felton Freehan III, May 11 at Salem Hospital. Grandparents are Mr. and Mrs. Renald LeBreque, formerly of Beverly. Great-grandparents are Mrs. Frank Freehan of Lynn and Mrs. Dorothy Beck of Florida.

Carson announce the birth of a son, Jeffrey Allen, on June 11, at Emerson Hospital, Concord. Grandparents are Mr. and Mrs. Walter E. Doherty of Cambridge and Mr. and Mrs. Ralph Carson of Beverly. Great-grandmother is Elsie Sanford of Beverly.

change because they with a proven comm so-called youth mark "But per capita, t age group is the most the country. Older pe TV sets, they do buy do buy liquor, they Actually, people over percent of the

THE FAMILY CIRCUS

By Bil Keane



6-14

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The Register and Tribune
Syndicate, Inc.

"Mommy, tell me when my sunburn is done."

Lugo Caravan of Peabody.

Surviving her besides her husband, are two sons, Robert P. Cavanaugh, a teacher at the Peabody Veterans Memorial High School and Donald F. Cavanaugh, both of Peabody. Also, two sisters, Mrs. Alice Rogers of Saugus and Mrs. Jennie Friburg of Beverly, two grandchildren both of Peabody and several nieces and nephews.

Her funeral will be held on Wednesday at 8 a.m. from the Francis L. Conway and Sons Funeral Home, 12 Chestnut St. Peabody, followed by a funeral Mass in St. John's Church at 9 a.m. Burial will be in Puritan Lawn Memorial Park in Peabody.

DEATH NOTICES

CRONIN — Of Peabody, June 22, Robert E. of 36 Keys Drive, formerly of Apple Street, Lynn, age 65.

PEABODY — Robert E. Cronin, 65, of 36 Key Drive, formerly of Apple Street, Lynn, died Friday of Union Hospital after a long illness. He was the husband of Mary L. (Dolan) Cronin.

Born in Lynn, son of the late Emmet and Noemie (Lecourse) Cronin, he was a graduate of Lynn English High School, class of 1936, and Burdett College. He resided in Lynn most of his life then in Salem for seven years and moved to Peabody in 1980.

A Navy veteran of World War II, he served as a mauman first class. He was employed at the Boston Navy Yard as a systems analyst for 33 years until his retirement in 1970. He also worked part time at Suffolk Downs and Wonderland Race Track for 20 years. After his retirement, he worked for 20 years as a mutual clerk at Suffolk Downs until retiring four years ago.

He was a communicant of St. James Church, Salem, and a member of the National Association of Retired Federal Workers and Valladolid Council #70 Knights of Columbus, Lynn.

Resides his wife

Will Mary Hier ever get her wish?

I am sorry to spoil your weekend, but I have to tell you about Mary Hier.

Mary Hier is 92 years old and has spent 57 of those years at a psychiatric hospital in Middleton, N.Y., following which she was transferred to the Beverly Hospital, in Massachusetts, where, until she was transferred to St. Elizabeth's Hospital, in Brighton, this week, she became something of a problem.

For years, Mary Hier had been treated with thorazine, which is a tranquilizing substance that has made lobotomies almost a thing of the past. But Mary Hier has resisted thorazine, although medical authorities have found it to be successful in her treatment.

Mary Hier has other problems, chief among them being an inability to swallow because of a sac in her esophagus, coupled with a hiatal hernia. So, back in 1974, in New York, she had an operation which permitted her to be fed through a tube inserted through the abdominal walls into the stomach. Records indicate that she repeatedly pulled the tube out, and when that occurs, reinsertion through the hole is possible without surgery only if the reinsertion is accomplished in a relatively short time. If it isn't that requires more surgery.

According to testimony by a physician who examined Mrs. Hier, her abdomen "shows multiple scars from her old gastrostomy tube sites and from an exploratory laparotomy site which was apparently used in reinsertion of a tube at one time."



NORTH SHORE

By BILL PLANTE

In short, one could assume with a bare amount of common sense that Mary Hier didn't want to be fed, or to live out her remaining days in this fashion. At least that was the question brought to the probate court where the judge appointed what is known as a guardian ad litem and also an attorney to represent Mrs. Hier, and after the customary legal pulling and hauling, the probate judge determined that Mrs. Hier, if competent to make the decision for herself, would reject the surgical procedures available to her.

But they had to feed her. No one was about to say, at that point, that Mrs. Hier should be allowed to die from malnutrition, no matter what she might want. But the problem with intravenous feeding, which has been the

sole source of Mrs. Hier's hydration and nutrition, is that it can't be used forever, and is used mainly for hydration purposes, and not for nutrition. The problem is that the veins used for such feeding break down, and the clinicians are constantly seeking other veins that can be used.

Well, they fed Mrs. Hier that way from April 8 to the point where the veins in her arms had broken down, and future feeding would have to be done through her legs. Some patients can tolerate a soft tube passed through the nostril into the stomach, but that was not possible in Mrs. Hier's case, nor was it possible to utilize a procedure of feeding through the chest directly in the major vein located just behind the heart.

The only other procedure possible would have been to open the abdomen to replace the gastric tube, but the risks were considered too great, and given her record of pulling out such tubes it is unlikely that it would be anything other than another surgical exercise, and there was more risk because of her age and condition than doctors liked.

Suffice it to say that Mrs. Hier had about run out of options, but not, of course, legal sustenance to keep her alive. Medical science may have its limits, but the ability of legal procedures to endure is practically inexhaustible.

The dilemma found its way to Massachusetts Appeals Court where Judge Christopher J. Armstrong

heard all the testimony, related it to all the precedents which have taken place and saying, in proper and judicial terms, "Enough, already," upheld the probate judge who had determined that Mary Hier, had she an opportunity to assert her will, "would reject all of the several forms of surgical intervention which might enable adequate nutritional support."

I pause to note, here, that Judge Armstrong is rapidly achieving distinction in this particularly troublesome legal and ethical jungle where doctors and hospitals tremble in fear of suits, and lawyers keep looking over their shoulders. It is precisely because of the legal apparatus set in place to protect the rights of individuals such as Mrs. Hier that a kind of horror is carried out that makes one wonder at the meaning of the word civilization. Judge Armstrong has done more than any other single person in that jungle to attempt to hack a path through the tangle.

So one would think that Mary Hier would at last be permitted, at aged 92, to find her way free from the encumbrances, the needles, and the tubes which she has so consistently rejected.

At least, I thought so, until I picked up a copy of our newspaper to find that she had been transferred to St. Elizabeth's hospital, where, we are told, doctors will now try to feed her through her ankle.

Once again, sorry, all, but I thought Mary Hier deserved this attention.

Legal Notice

COMMONWEALTH OF MASSACHUSETTS

THE TRIAL COURT

THE PROBATE AND FAMILY COURT DEPARTMENT

Essex Division Docket No. 84P1382-E1

Estate of A. KENNETH CAREY

late of Peabody

in the County of Essex

NOTICE

A petition has been presented in the above-captioned matter praying that a certain instrument be probated purporting to be the last will of said deceased by CATHERINE L. CAREY of Peabody in the County of Essex, praying that she be appointed executrix thereof, without giving a surety on her bond. DANIEL J. DONOVAN, the other executor named in said will, having declined to serve; and to the ATTORNEY GENERAL of said Commonwealth.

If you desire to object to the allowance of said petition, you or your attorney should file a written appearance in said Court at Newburyport on or before 10:00 in the forenoon on July 23, 1984.

In addition you should file a written statement of objections to the petition, giving specific grounds therefore, within thirty (30) days after the return day (or such other time as the Court, on motion with notice to the petitioner, may allow) in accordance with Probate Rule 2A.

WITNESS, Albert P. Pettoruto, Esquire, First Justice of said Court at Salem, the twenty-first day of June in the year of our Lord one thousand nine hundred and eighty four.

John F. Burke

Register

Jean Carey Davis, Esq.
Arditt, Arditt & Morse

A6 Essex County Newspapers — Saturday, June 30, 1984

KKK clings hard to Connecticut

The Ku Klux Klan burned a cross in a cow pasture and started something that still smolders in Connecticut.

For nearly four years, a handful of avowed racists in hoods and white robes have spread a message of hate which has chilled and embarrassed a state puzzled by their presence.

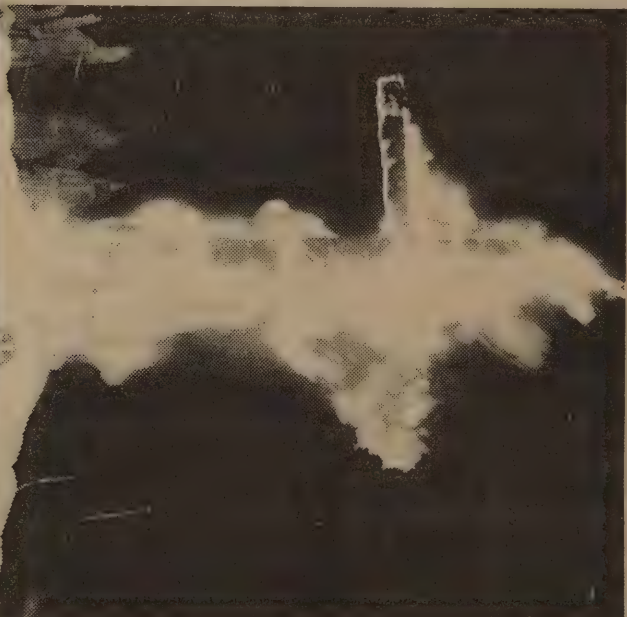
The Klan won't say, but the number of Klansmen and women in Connecticut is estimated at between 100 and 200, perhaps less. Fewer than 20 regularly appear to parade in costume at bizarre rallies.

Yet, as much as \$1 million has been spent on police protection and related services across the state since the Klan held its first major rally and cross burning in the tiny town of Scotland, Conn., in September 1980.

"I don't know that anyone has a clear idea as to why the Klan picked Connecticut as one of its prime targets," said Robbins Barstow of the Connecticut Education Association.

The CEA is the state's largest teachers union and spent more than one year on research to develop a model high school curriculum guide distributed nationally to combat the Klan and its white-supremacist message.

"One reason Connecticut was chosen was because



and Barstow all agree on is that he provided the leadership to make the Klan presence felt in Connecticut.

"You've got to have a certain amount of savvy, but I'm just another guy," Farrands says. "I have bones to pick with some people like the Boy Scouts. Hell, why should I go away?"

Farrands refuses to reveal Klan membership numbers for Connecticut and says of his own background only that he was "always involved with Klan" back in his home state of Massachusetts.

Andrews said the Klan is declining in Connecticut and while sharply critical of the news media in the past, he now credits most news organizations for downplaying rallies and police for containing the potential for violence.

"People in Connecticut are by and large good people," he said. "They are not racists or advocates of bigotry in that fashion. I think the people of Connecticut have rejected the message of the Klan."

The rallies have become almost routine for police.

Lines of riot-ready officers separate the Klan from demonstrators and state troopers show a heavy presence. Protesters shout down the Klan's standard speeches and after a few hours the Klan is led away in

FRIDAY, JUNE 22, 1984

SALEM, MASSACHUSETTS

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Difficult questions in a right-to-life fight

By KARYN KORIETH
News Staff

Two North Shore lawyers are involved in a right-to-life case that has nationwide implications about legal rights for elderly patients.

Salem attorney Robert A. Ledoux and Peabody attorney Karl G. Spitzer are fighting for the right of a 92-year-old woman in Beverly Hospital to live.

The courts' rulings will allow the woman, Mary Hier, to die of starvation. Probate Court Judge Thaddeus Buczek ruled last month that Hier not be given surgery that would allow her to receive nutrition.

Hier, who until Thursday had been receiving 400 to 500 calories

per day through intravenous feeding, is not receiving protein or fat in her system. This causes her body to eat away at its fat and muscle in order to acquire necessary protein. "Mary is starving to death," Ledoux said.

Thursday morning, Hier's veins had disintegrated to the point where medical personnel could not feed her intravenously.

"There is a difference between helping a dying patient and helping a patient to die. The court is helping the patient to die," Spitzer said.

The case has national implications for the elderly, according to Ledoux and Spitzer, because the judgment was based on the

quality of life Hier would live if given the surgery. In denying Hier the nutrition she needs to live, the two lawyers worry that the judgment will set a dangerous precedent. "There are thousands of old citizens in nursing homes. The case could have an impact on every one of them," Spitzer said.

Ledoux is bothered by the questions the case raises about society's duties to the elderly. "I'm a lawyer. I find myself in a position advocating an ethical position and a moral position. I feel kind of uncomfortable. I wish the medical ethicists and the rabbis and the priests could decide," he said. "How do you put a very subjective value

question into a formula?"

Both Ledoux and Spitzer were appointed to the case by the court. "It started out as a sleepy surgery case and we've found ourselves in the middle of a national controversy," Ledoux said. "It could be the Karen Quinlan case of the '80s."

The patient is a chronic psychotic, who came to Beverly Nursing Home last October from Middletown Psychiatric Hospital in upstate New York, where she had been a resident for 57 years.

Hier also suffers from physical problems which make it nearly impossible for her to ingest food orally. For the past decade, Hier has been fed

through a tube surgically inserted directly into her stomach. On April 9, Hier pulled the tube out of her stomach. She was transferred to Beverly Hospital, where she refused to allow doctors to reinsert the tube. Several days later, the doctor who examined her found that it would take surgery for the tube to be replaced.

When told she would need surgery, Hier said, "I don't want surgery. I want to die." But in the next breath, she added, "I want to live."

Massachusetts law requires that before an incompetent person is given anti-psychotic

LEDoux
(Continued on page 6)

LEDoux

(Continued from page 1)

medication or surgery, authorization must come from the Probate and Family Court.

After two days of trial, Judge Buczek authorized the administration of an anti-psychotic drug, but did not give consent for the placement of a gastrostomy tube. Buczek said in his decision that Hier, if competent, would not consent to the operation.

Ledoux called for an emergency medical appeal before the Massachusetts Appeals Court, but the court upheld Buczek's decision. An application for further review before the Supreme Judicial Court was also denied.

Ledoux argued before the Supreme Judicial Court that Hier's refusal of surgery was not rational because of her mental condition. He said that nutrition was vital for the patient to live,

and he requested that the court differentiate between medical treatment and feeding. While there should be a right of choice for medical treatment, Ledoux argued feeding should be mandatory.

In the first decision ever made on the issue, Supreme Judicial Court Judge Christopher Armstrong said a distinction could not be drawn between nutrition and medical treatment. Armstrong also said that Hier's refusal for surgery could be seen as a plea for "privacy and personal dignity by a 92-year-old person who is seriously ill and for whom life has little left to offer."

After Hier could no longer be fed intravenously Thursday, Judge Buczek approved a motion allowing a doctor to examine her and suggest an alternate method of feeding.

off balance?

PROVINCETOWN (AP) — Whale watching has become such a popular spectator sport off the New England coast some naturalists fear the scores of boats are disrupting the feeding and mating cycles of the mighty mammals.

"We, as humans, are supposed to be taking care of these whales. Possibly, we are causing them harm," said Steven Morello, assistant director of the West Quoddy Marine Research Station in Lubec, Maine.

"We have no idea what we are doing to the mental state of these animals. We maybe should start using our heads a little," said Morello, who served as a naturalist aboard a Provincetown whale watching fleet for 4X years.

More than 75,000 people paid for day excursions from Provincetown last year and a number of other ports, including Gloucester and Boston, offer trips to the view the whales off the Atlantic Coast.

With the whale-watching industry booming, more and more boats are flocking to the favorite feeding grounds. The naturalists say the constant dogging by the vessels, and the engine noises are unnatural occurrences in the whale's territory.

"Instead of getting right on top of the whales, maybe we should back off a bit," Morello said.

'Rescuers' let

armeniy to drug more people to the island. Aside from being one of Salem's finest recreation areas, the island also offers a remarkable history.

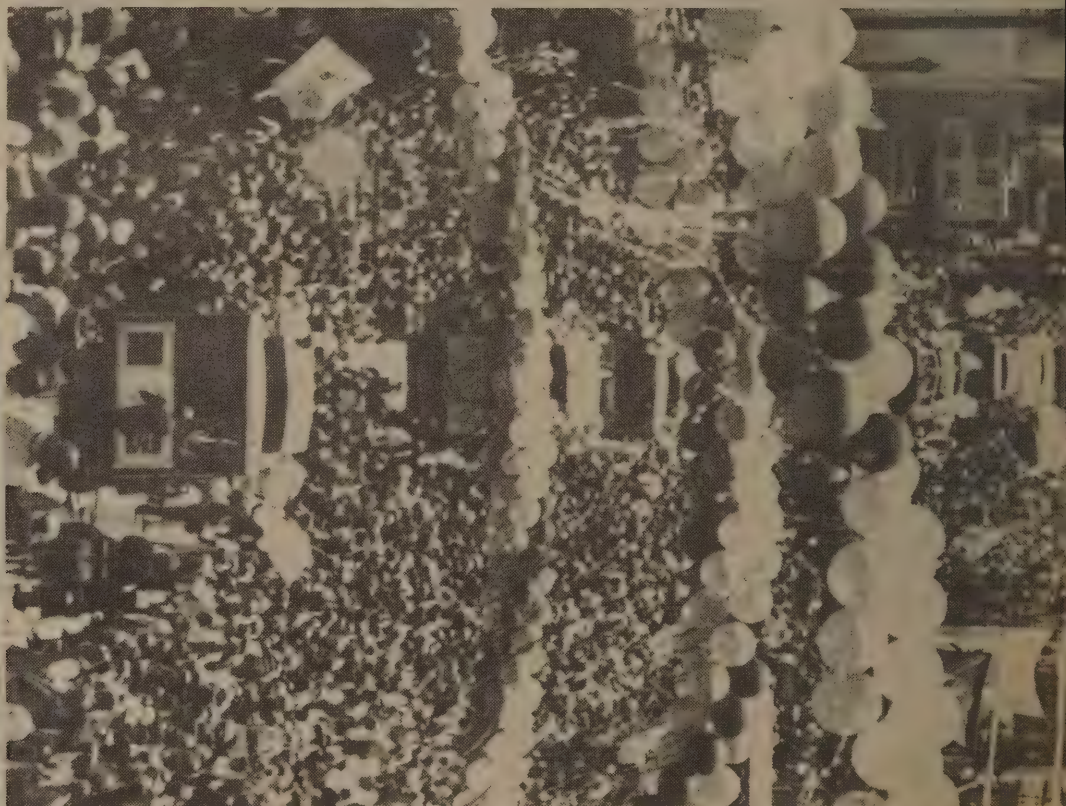
Located in the "Willows" section of historic Salem, the island served as a key port for the early settlers of the Massachusetts Bay Colony and Naumkeag Village.

Through 1969, the island was recognized as an important military base. Originally, it was fortified to protect the area against the French and Dutch. A bunker, Fort Pickering, was dedicated in 1799. This fort served to defend the British during the War of 1812. Presently, the remains of the fort reflect its rebuilding during the civil war.

Commercial fishing dominates much of the island's history, which dates back from Roger Conant's fish company in 1626, to the few locals who still use the area for lobstering. The island was also the locale for Salem's first inn, built to accommodate the growing number of fish tradesmen and visiting fish captains.

The island also served as a place to build boats. One of the most important vessels, a major defense ship used against England, the 105-foot Frigate Essex, was built on the island. This was the most successful warship in the U.S. Navy and remained self-sustaining until taken by England. It was then put into use by the British forces.

"Present day use of Winter Island is mixed," says Moore. There are several private homes along the northern side of Juniper Cove;



BOSTON (AP) — Tax collections are flowing into the state treasury much faster than expected, presenting lawmakers with the happy problem of what to do with the unanticipated income as they work on next year's budget.

With a balanced budget due on Gov. Michael S. Dukakis' desk by the end of the month, House and Senate budget drafters, the state's chief tax collector and the governor's fiscal expert met Thursday to review revenue projections.

They agreed that tax revenues are running more than \$316 million ahead of estimates made just months ago.

But all parties also agreed that those funds cannot properly be labeled a "surplus" until it is known how much the state will actually spend this year and how much it intends to spend next year.

Fair Share reg

BOSTON (AP) — Fair Share, a statewide organization that espouses populist causes, has shortened its horizons, but not altered its course, since it fell into debt more than a year ago.

Since last summer, when auditors found the organization owed more than \$1 million, Fair Share has closed four of its 10 offices, laid off 35 of its 53 paid staffers and reduced mailings.

Now, it is forced to rely on volunteers and concentrate on a narrow range of issues while struggling to regain its political influence and grassroots support, according

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Dyen, 36, tor Mich criticism financial "If we have gon training C own. Wh places, th Since N Fair Sha million to debt and \$200,000 h

Beverly Hospital Aid Raises Funds for Lifeline

Having recently completed payment of a \$75,000 pledge to the Beverly Hospital Development Fund over the past five years, the Beverly Hospital Aid Association is now concentrating its efforts in helping to supply equipment for the area's LIFELINE program. A special preview presentation of Cole Porter's "Kiss Me Kate" will be staged on Saturday evening, June 9th, at 8 p.m., at the North Shore Music Theatre to benefit the Beverly Hospital Aid.

"What is LIFELINE?" LIFELINE is a personal emergency alert system offered to the elderly, disabled or chronically ill people who desire a means of security that will allow them to live alone in safety.

LIFELINE is very simple to use. The person wears or carries an electronic "beeper." In the event of an accident or sudden illness, the push

of a button activates a transmitting unit attached to the home telephone which sounds an alarm at a response center based at the 24-hour Cable Hospital Emergency Service in Ipswich. Professional medical personnel at the center then call the person to determine the problem. If there is no answer, the center alerts a nearby friend, neighbor, or relative who has agreed to respond to calls for help.

If a medical emergency exists, then an ambulance and medical personnel can be summoned. The small, wireless beeper has a range of 200 feet and works even if the phone is off the hook. The unit also has an automatic timer. If no calls have been made or received in a specified period of time and the timer has not been manually reset, a signal is automatically

(Continued on Page 11)

MANCHESTER CRICKET 6.8.84

Eleven



Lindsey Tuff, a volunteer installer of the LIFELINE Program, explains unit to Mrs. Josephine S. Dalton of The Plains.

position.

TIMES

6.7.84

MORE OF A GOOD THING: Jack Good, director of development and community relations at Beverly Hospital, has been the recipient of so many community and service-oriented awards that he'll soon need a larger office. His most recent recognition came early this week, when he was given the President's Service Award of the New England Association for Hospital Development. Retiring association president James Greenfield presented the award during the group's annual meeting and conference at the Sheraton Boxboro. To top things off, Good, a former B'nai B'rith Man of the Year, was also elected vice president of the association.

JOINING HANCOCK: Beverly Hospital is one of 17 area facilities to join the John Hancock Mutual Life Insurance Company's "SelectCare" program. The hospitals in the SelectCare system and the doctors on their staffs selected to participate agree to provide discount health care services with limits on prices charged for their services for patients enrolled in the Hancock program.

Prenatal program planned

ESSEX — The maternity unit at Beverly Hospital has scheduled several prenatal education programs for the summer and those wishing to enroll should call the hospital at 922-3000, extension 2200.

Early pregnancy classes for those in the first trimester will be held on June 14, July 12 and Aug. 9. Those taking part will attend one session and learn about nutritional needs during pregnancy, preparation for breast feeding and fetal growth and development.

The seven-week prenatal classes will take place from July 9 to Aug. 20, and from July 11 to Aug. 22. All sessions will run from 7 to 9:30 p.m. These sessions will provide preparation for labor and delivery, breathing and relaxation techniques, breastfeeding and care of the newborn.

Refresher classes for those who have

given birth before, and have previously attended the prenatal classes, will be offered on July 3 and 10, and on Aug. 7 and 14. These sessions are held from 7 to 9:30 p.m. and provide a brushup on breathing and relaxation and preparation for labor and delivery.

A dance/exercise class will begin June 29. This six-session program offers safe exercise and aerobics for women in their fourth through ninth months of pregnancy. These classes run from 4:30 to 5:30 p.m.

Sibling classes will also be held to prepare children for the arrival of the new baby. These classes will be held on June 21, July 9 and Aug. 16, from 6 to 7 p.m.

There is a nominal charge for the early pregnancy, prenatal, refresher and dance/exercise classes. Fathers are encouraged to attend classes with the expectant mothers.

Gloucester Times 6.12.84

Breast exam *NEWS 6.12.84*

BEVERLY — Instruction for women in breast self examination is offered monthly by the Beverly Hospital Outpatient Department, at no charge. The next session is scheduled for Thursday, June 14 from 7:30 to 9 p.m.

Participants will be instructed in the proper method of performing BSE and the importance of early detection of cancer of the breast.

Pre-registration is required at the Beverly Hospital Outpatient Department. The classes are offered regularly on the second Thursday of each month.

Candy strippers

BEVERLY — An orientation and training program for Candy Strippers will be held at the Beverly Hospital June 26 and 27 from 9 a.m. to noon.

The session will include hospital ethics, feeling comfortable with patients and responsibilities of volunteering.

Applicants must be 14 years of age or older.

Interested teenagers should contact the hospital's Volunteer Office to request an application.

Openings are limited and applications must be returned by June 18.

TIMES 6.12.84

Elderly resource fair scheduled

BEVERLY — A panel discussion and resource fair for older persons and their families or health aides will be held Wednesday, June 27 at 7:30 p.m. in the gymnasium of the First Baptist Church in Beverly.

The "T.I.P.S." for Seniors program (Timely Information on Programs and Services) is the third in the "Making Choices" women's health series sponsored by the Beverly Hospital.

The program will begin with a discussion on long term care needs such as nursing home placement, living alone with support, and older parents living with the younger family.

Following a question and answer period, participants may take advantage of resource tables representing various community support services including health care, home services, transportation, housing nursing homes, meal programs and nutrition, adult foster care and Council on Aging programs.

Among the agencies represented at the resource tables will be North Shore Elder Services, VNA of the North Shore, Bay Area VNA, Senior Home Care Services, Far Fetched Transportation, Hospice of the North Shore, Beverly Council on Aging and Beverly Hospital.

The program is directed toward adults who are caring for aging parents and older persons who need to make choices about health care, independent living and support services.

A fee of \$3 may be paid at the door. Pre-registration is requested with the Beverly Hospital Community Relations Office, 922-3000, ext. 2480.

SALEM, MASS., EVENING NEWS — TUESDAY, JUNE 12, 1984

14

Hospital joins care network

BEVERLY — Beverly Hospital is one of 17 hospitals which have contracted with John Hancock Mutual Life Insurance Company to become part of Hancock's SelectCare network of providers.

John Hancock calls the new health plan a "cure for our number one health care problem." The program is said to be eastern Massachusetts' first health care reimbursement system based on the preferred provider organization concept.

SelectCare will consist of a 17-hospital network with approximately 1500 physicians providing the health care needs of employees at businesses in

eastern Massachusetts covered under John Hancock group health insurance contracts.

Through the PPO concept, SelectCare links John Hancock with hospitals, doctors, employers and employees in a managed health care program designed to control costs without compromising quality.

Hospitals in the network and the physicians on their staffs agree to provide discounted health care services with limits on prices charged for their services to patients enrolled in the plan. In addition, participation in utilization review programs is required.

Physicians join hospital staff

TIMES 6.12.84

BEVERLY — The Beverly Hospital Board of Trustees recently approved the appointment of five physicians for medical staff privileges.

Albert C. Koegler, M.D., was appointed to the associate staff with privileges in child and adult psychiatry. A graduate of Notre Dame, he received his medical degree from New York University in 1978. He completed internship at University of Virginia Hospital and residency at New York University-Bellevue Medical Center. Dr. Koegler was a recent fellow in psychiatry at McLean Hospital and is

board-certified in psychiatry and neurology. He maintains an office in Belmont and is also available to North Shore residents through the Beverly Hospital Psychiatric Consultation Service.

Robert McLellan, M.D., was appointed to the associate staff with privileges in obstetrics and gynecology. He is a graduate of Boston College and University of Maryland School of Medicine and served internship and residency at St. Agnes Hospital, Baltimore, Md.

Dr. McLellan will join the practice of Associates in Ob-Gyn at the Parkhurst Medical Building,

Beverly.

Theodore C. Sheftel, M.D. was appointed to the courtesy staff with privileges in adult and child psychiatry. He attended Amherst College and received his medical degree from the University of Chicago.

Board-certified in psychiatry, Dr. Sheftel maintains his office in Marblehead.

Magnus Bodvarsson, M.D. and Vincent J. Canzanello, M.D. were both appointed to the consultant staff with privileges in renal dialysis.

THE TIMES
TUESDAY
JUNE 12, 1984

GOINGS ON

PRE-NATAL PROGRAMS: The Beverly Hospital Maternity Unit has scheduled several pre-natal education programs for the summer months.

Early pregnancy classes for those in the first trimester will be held June 14, July 12 and Aug. 9. Participants attend one session and learn about nutritional needs during pregnancy, preparation for breastfeeding and fetal growth and development.

Seven week pre-natal classes will take place from July 9 to Aug. 20 and July 11 to Aug. 22. All sessions are from 7-9:30 p.m. The sessions provide preparation for labor and delivery, breathing and relaxation techniques, breastfeeding and care of the newborn.

Refresher classes for those who are not having their first child and have previously attended the pre-natal classes will be offered July 3 and 10 and Aug. 7 and 14. Sessions are held from 7-9:30 p.m. and provide a brush-up on breathing and relaxation and preparation for labor and delivery.

Dance/exercise classes will begin June 29. The six-session program offers safe exercises and aerobics for women in the fourth to ninth months of pregnancy. Classes are held from 4:30-5:30 p.m.

Siblings classes will also be held to prepare children for the arrival of the new baby. These classes will be offered June 21, July 9 and Aug. 16 from 6-7 p.m.

There is a nominal charge for attendance at the early pregnancy, pre-natal, refresher and dance/exercise classes.

Fathers are encouraged to attend classes with the expectant mothers.

Further information on the classes and enrollment may be obtained by calling the Beverly Hospital Maternity Unit at 922-3000, ext. 2200.

The BSE teaching program is not intended to replace re-examination by a physician.

There is no charge for the program, although pre-registration is requested. Interested women may call the Beverly Hospital Outpatient Department at 922-3000, ext. 2740.

The classes are offered regularly on the second Thursday of each month.

BEVERLY FREE COMMITTEE: The

CANDY STRIPERS TRAINING: An orientation and training program for Candy Strippers will be held at the Beverly Hospital June 26 and 27 from 9 a.m. to noon.

The training sessions will include hospital ethics, feeling comfortable with patients and responsibilities of volunteering. Applicants must be 14 years of age or older.

Interested teenagers should contact the hospital's Volunteer Office to request an application. Openings are limited, and applications must be returned by June 18.

BREAST SELF-EXAMINATIONS: Instruction for women in breast self examination is offered monthly by the Beverly Hospital Outpatient Department.

The next session will be held Thursday, June 14 from 7:30-9 p.m.

The breast self examination (BSE) program is conducted by Renee Burke, R.N., oncology nurse. Participants will be instructed in the proper method of performing BSE and the importance of early detection of cancer of the breast.

A film presentation will augment the teaching program, and participants will have an opportunity to practice with special models provided by the American Cancer Society.

IPS. CHRONICLE 6.14.84

Exercise classes to begin for mothers-to-be

A pre-natal dance/exercise class will begin at the Beverly Hospital on Friday, June 29, from 4:30 to 5:30 p.m.

Classes will continue for six consecutive sessions, ending Aug. 3. All classes will be held in the hospital lecture hall.

Interested women are asked to pre-register with the Beverly Hospital maternity unit, at 922-3000, ext. 2200.

to exit



An education in emergency

Eme

At Beverly, a born-again delivery suite

By BECKY CHESTON

A large private room, with clean, freshly painted walls and a bright bedspread. A big, spotless window, showing a lot of trees and sky. Your own bathroom. With a whirlpool.

That's what it calls for in the floor plans.

This August, that's what women giving birth at Beverly Hospital will have.

Right now, the only evidence we have of this is the blueprints. That, and a work-soiled construction crew, stationed in rooms now empty of furniture, medical equipment, and the sounds of newborns.

But Doty Kuell, clinical director of maternal child health, is clearly excited about the renovation of the labor and delivery unit at Beverly Hospital. She should be. Kuell has had a big voice in bringing the changes about.

"It's 30 years old," she says of the old maternity ward set-up. "It's not in keeping with the image of what we're trying to do here."

What Kuell and her staff are trying to do is provide "family centered" care. While the actual labor and delivery process at Beverly Hospital has changed in response to the desires of would-be mothers, the physical atmosphere has remained the same:

Pale, puce-painted walls, some studied with ceramic tiles.

Windows without a view to the outside, made of thick bricks of frosted glass.

Dingy black floors. Kuell walks on the linoleum and points. "This isn't even hospital style," she says. "It's just ancient."

The overhaul is not purely cosmetic. Walls will be coming down, and when the new ones go up, the ward's prize feature will be six private labor and delivery rooms.

Traditionally, hospital births have

had one birthing room. Not everyone wanted to use it the first year, but now, the tables have turned. Its popularity has mushroomed.

Kushmerek says the hospital, in instilling private rooms, is not out to compete with the North Shore Birth Center, which is on hospital grounds. The center, a state pilot project staffed by midwives, has been enormously successful.

But the baby business is still booming at Beverly Hospital. "We're doing approximately 1,000 births a year," says Kuell.

Although women are demanding births that are more "family oriented," many still fear giving up the safety they feel in a hospital setting.

"The birthing room is the best of both worlds," says Kushmerek — a "midline" between alternative birth centers and traditional hospital setups.

Many hospitals, responding to the growing distaste for the institutionalized birth process, are trying to fashion such "best of both worlds" atmospheres.

"First, every baby was born at home," says Kuell. "Then, births were brought into the hospital and made very sterile. Now that women are beginning to give birth at home again, the medical establishment has been forced to change."

Kuell and others have welcomed this change. To give birth at home takes a lot of education and work, she says. Within some families, "there is not a great deal of support. If you don't have that, someone has got to be there."

So rather than work outside the hospital setting, Kuell has chosen to "work within the system to change things."

At Beverly Hospital, there have been some changes made.

Many maternity wards have strict policies about feeding schedules, delivery procedures, and medical techni-



MARGARET KELLY, a former Beverly resident, cuddles Timothy John three days after his birth last week at Beverly Hospital. Patients like Kelly can look forward to a more homey — and luxurious — environment this August.

RICK O



BIRTHING ROOMS such as this one — where Kathy Bernard awaits her child with some encouragement from staff nurse Joan Grayce Kushmerek — but the hospital has only one at the

NIMDW

been community ones — in the company of doctors and medical technicians, surrounded by a flurry of activity. Labor rooms have been busy places, where birth is an institutional, rather than a family affair.

When the construction crew finishes up at Beverly Hospital, women will go through labor in a private room. Birth will be an event a family can share together — an experience enhanced by the privacy afforded by four walls.

“Everyone wants to use a birthing room,” says Grayce Kushmerek, public relations director for Beverly Hospital.

Since 1978, the maternity ward has

ques — like episiotomies. At Beverly Hospital, Kuell and staff are trying to give families more say in the process.

Before they check in, “a lot of women make appointments with me,” says Kuell. She gives everyone a “Family Preference Sheet,” so mothers-to-be can indicate things like a preference for a “demand” feeding schedule, or against use of a fetal monitor.

If a woman does not want an episiotomy, Kuell tells her there are exercises to do. “You’ve got to be prepared,” she says.

If everything goes well, women can go home as early as five hours after the birth — if they choose.

With the exception of caesarean and



MATERNITY DIRECTOR DOROTHY KUELL (above left, with nurse Robin Theriault) has been working within the hospital system to change the way women give birth. The results show: Beverly Hospital is widely considered to have the most liberalized birth policies in the area.

other very complicated births, the private rooms will be for everyone. "That was one of the big factors behind this," says Kuell. As far as giving birth in comfortable surroundings, "No one should be penalized for having a complication."

Kuell says many hospitals are introducing such "liberalized" policies on their maternity wards. "I think most are going that way." But Beverly Hospital, she says, is "advanced for its time."

While a construction worker takes a list of measurements in a vacant room, a nurse wheels a newborn to the back of the wing. These are the ward's temporary quarters, with birth-

change his clothes, and hang them on the door," says Kuell.

But the bathrooms are best for the mothers: there will be whirlpool tubs.

"I have this thing about hot water," says Kuell. She explains how the use of hot water can make birth easier.

"It's relaxing" for mothers to labor in water, says Kuell. And it's more comfortable because "The water disperses the weight off the abdominal wall."

Mothers need not be alarmed about potential harm to the baby if they spend their time in labor under water. In fact, one physician in France supervises a process of actual under-water births.

According to Kuell, Dr. Michel Odent attends births that take place in huge pools. Here, the laboring woman is surrounded by her physician and — quite

"I have this thing about hot water," says Beverly Hospital's Dot Kuell, whose plans call for a whirlpool in each private labor room. "It's relaxing."

ing rooms tucked next to shelves of folded green hospital gowns.

In her office, Kuell points to a floor plan and indicates the shape of things to come.

"The rooms have to be big enough," says Kuell. Fathers and other children may be present during the birth. The architect's original plans, based on those of other hospitals, had "cell-like" rooms, says Kuell. After looking at the plans, she said, "These won't do."

The redrafted plans call for larger rooms — ranging from 210 to 276 square feet.

Kuell is more excited about the adjoining private bathrooms.

These are good for the father, who will no longer have to traipse to and from the waiting area. "He can go in there,

often — her entire family, who are also submerged.

The newborn, who arrives under water, is in no danger of drowning: he is still attached to the umbilical cord.

At Beverly Hospital, the new plans do not include huge pools for aquatic births. No one is predicting what will happen in years to come, however.

On current new policies, Kuell mentions that many mothers do not take advantage of the opportunity to return home right after giving birth.

"We've been conditioned this way," she says. "You have the baby, and then you have this rest period." Many couples still like to have a "private period" alone for a couple of days in the hospital.

With the arrival of more comfortable surroundings, Kuell just might find herself sending a few couples on their way.

been community ones — in the company of doctors and medical technicians, surrounded by a flurry of activity. Labor rooms have been busy places, where birth is an institutional, rather than a family affair.

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If a woman does not want an episiotomy, Kuell tells her there are exercises to do. "You've got to be prepared," she says.

If everything goes well, women can go home as early as five hours after the birth — if they choose.

With the exception of caesarean and

other very complicated births, the private rooms will be for everyone. "That was one of the big factors behind this," says Kuell. As far as giving birth in comfortable surroundings, "No one should be penalized for having a complication."

Kuell says many hospitals are introducing such "liberalized" policies on their maternity wards. "I think most are going that way." But Beverly Hospital, she says, is "advanced for its time."

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In her office, Kuell points to a floor plan and indicates the shape of things to come.

"The rooms have to be big enough," says Kuell. Fathers and other children may be present during the birth. The architect's original plans, based on those of other hospitals, had "cell-like" rooms, says Kuell. After looking at the plans, she said, "These won't do."

The redrafted plans call for larger rooms — ranging from 210 to 276 square feet.

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TRADITIONAL LABOR ROOMS such as this one — where Kathy Bernard awaits the birth of her fourth child with some encouragement from staff nurse Joan Gilligan — are dwindling in popularity. "Everyone wants to use a birthing room," says the hospital's Grayce Kushmerek — but the hospital has only one at the moment.

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When the construction crew finishes up at Beverly Hospital, women will go through labor in a private room. Birth will be an event a family can share together — an experience enhanced by the privacy afforded by four walls.

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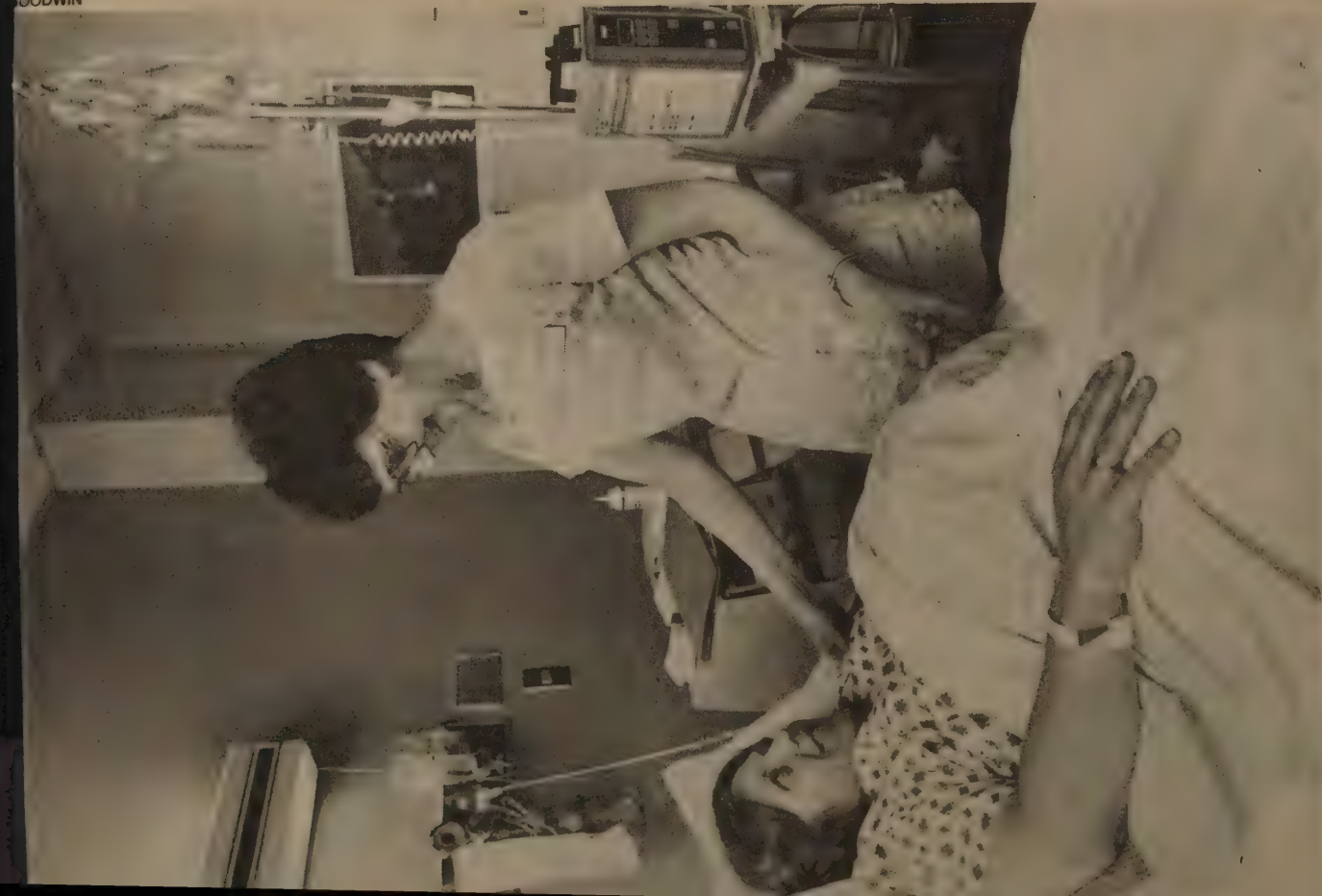
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"It's relaxing" for mothers, water, says Kuell. And it's comfortable because "The water weight off the abdominal Mothers need not be alarmed. potential harm to the baby if their time in labor under water one physician in France suggests a process of actual under-water births.

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The newborn, who arrives later, is in no danger of drowning still attached to the umbilical cord.

At Beverly Hospital, the new rooms not include huge pools for births. No one is predicting when in years to come, however.

On current new policies, Kuell says that many mothers' opinions advantage of the opportunity home right after giving birth.

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But the bathrooms are best for the mothers: there will be whirlpool tubs.

"I have this thing about hot water," says Kuell. She explains how the use of hot water can make birth easier.

"It's relaxing" for mothers to labor in water, says Kuell. And it's more comfortable because "The water disperses the weight off the abdominal wall."

Mothers need not be alarmed about potential harm to the baby if they spend their time in labor under water. In fact, one physician in France supervises a process of actual under-water births.

According to Kuell, Dr. Michel Odent attends births that take place in huge pools. Here, the laboring woman is surrounded by her physician and — quite

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These are good for the father, who will no longer have to traipse to and from the waiting area "He can go in there,

often — her entire family, who are also submerged.

The newborn, who arrives under water, is in no danger of drowning: he is still attached to the umbilical cord.

At Beverly Hospital, the new plans do not include huge pools for aquatic births. No one is predicting what will happen in years to come, however.

On current new policies, Kuell mentions that many mothers do not take advantage of the opportunity to return home right after giving birth.

"We've been conditioned this way," she says. "You have the baby, and then you have this rest period." Many couples still like to have a "private period" alone for a couple of days in the hospital.

With the arrival of more comfortable surroundings, Kuell just might find herself sending a few couples on their way.

for Shannon

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"I'M YOUNG AT HEART, but my legs don't feel that way," says Jean Villa of Manchester, who supervised more than 300 Shannon workers on the convention floor.

"Jim Shannon has a solid record on women's issues. He was endorsed by several women's groups before the convention," Villa says.

NEWS 6.22.84

Lifeline service

To the Editor:

It was with some interest that I read of the elderly Danvers woman who was stranded in her bathtub for several hours. It is exactly because of circumstances such as this that Lifeline, a personal emergency response system operated by Beverly Hospital, can be the essential service which will allow the at-risk elderly to remain safely in non-institutional environments.

Lifeline uses the subscriber's telephone line to make a call to a computer which is monitored 24 hours a day in the Cable Emergency Room. The subscriber has a portable help button which he is instructed to keep with him at all times. It has a range of 200 feet from the phone and therefore allows for a fair range of mobility. In case of a medical emergency, we will arrange to have the subscriber transported to his hospital of choice.

Although the Beverly Hospital program is operated from the Cable Emergency Service in Ipswich, our response computer is connected to a toll-free line. We are presently servicing subscribers in 15 different communities located throughout the North Shore.

BONNIE SHELKROT
Lifeline Coordinator
Beverly Hospital

PRE-NATAL DANCE/EXERCISE CLASS will begin at the Beverly Hospital on Friday, June 29, 4:30-5:30 p.m. Interested women are asked to pre-register with the Beverly Hospital Maternity Unit, 922-3000, ext. 2200.

NS WEEKLIES 6.20.84

A panel discussion and resource fair for older persons and their families or caregivers will be held Wednesday, June 27 at 7:30 p.m. in the gymnasium of the First Baptist Church in Beverly.

The TIPS for Seniors program (Timely Information on Programs and Services) is the third in the "Making Choices" women's health series sponsored by the Beverly Hospital.

The program will begin with a discussion on long-term care needs such as nursing home placement, living alone with support, and older parents living with the younger family.

Following a question and answer period, participants may take advantage of resource table representing various community support services, including health care, home care service, transportation, housing, nursing homes, meal programs and nutrition, adult foster care and Council on Aging programs.

A pre-natal dance/exercise class will begin at the Beverly Hospital on Friday, June 29, from 4:30-5:30 p.m.

Classes will continue for six consecutive sessions, ending Aug. 3. All classes will be held in the Hospital Lecture Hall.

The dance/exercise classes will be taught by Linda Ann L'Abbe, R.N., a maternity staff nurse who has a background in dance. A fee of \$20 will be charged for the program.

The classes are intended to provide instruction in correct methods of exercising during pregnancy. Women in the fourth through ninth month may participate.

H-W CHRONICLE 6.20.84

Hospital volunteer training

ESSEX — An orientation and training program for Candy Strippers will be held at Beverly Hospital on June 26 and 27, 9 a.m. to noon.

Local teen-agers, both boys and girls, who are interested in taking part in this program should contact the hospital's Volunteer Office at 922-3000 prior to the first session to request an application or information, or go to the office in person.

The training sessions are open to applicants, age 14 and older. The program will include hospital ethics, feeling comfortable with patients and the responsibilities of volunteers.

GROUP TIMES 6.22.84

Kenneth Zinn opening new office

Kenneth L. Zinn, M.D., will be relocating his Topsfield Office on July 2 to the space formerly occupied by the Woolly Bear at 50 Main St.

A board-certified specialist in internal medicine, Dr. Zinn will continue to maintain daily office hours (except Thursdays) with evening hours on Tuesdays.

He has been practicing medicine in Topsfield for three years at his previous Summer Street location and also maintains an office at the Cable Professional Center in Ipswich.

Dr. Zinn is a graduate of Case Western Reserve University and received his medical degree in 1975

from Boston University School of Medicine. He completed internship and residency at St. Elizabeth's Hospital, Brighton.

In 1979, he relocated to Ipswich, where he also provides coverage at Cable Hospital Emergency Center. He is a member of the Beverly Hospital Medical Staff.

Senior Choice of Relevant Experience Review

by Jacqueline M. Jermain

Project SCORE has been helping students make relevant career choices for a dozen years now. The program permits seniors who want to explore possible vocations to spend six weeks of school interning full time in the field of their choice. To participate, students must be in good academic standing; their project must be in line with their interests and abilities; and their proposal must have the approval of their parents, three teachers, and the SCORE Review Board.

What do they learn from Project SCORE? We ask each of them to ask themselves that question when they finish their internship. The answers are as various as the students who write them, but almost all comment on their new, reality-based understanding of what the workplace and their future careers are all about, and their quantum leap in self-confidence from successfully handling challenges outside of the classroom.

Ellen Noonan, who interned at Senator Kennedy's office, progressed from feeling "intimidated" to feeling so much a part of the office that she hated to leave it. Ellen did case work, helping solve constituents problems; a job that enabled her to see the good side of the often maligned American political system. Her project was "one of the most significant experiences" of her life, and reinforced her desire to work in government.

Interning in the Lieutenant Governor's office in Boston, Rob Gould found some departments more stimulating than others. Public Relations was tedious, although he became facile at word processing by answering an endless stream of RSVPs. Briefing was challenging, requiring him to research and summarize voluminous legislation and related material. Most interesting to Rob, who may become a political lobbyist, was the Federal-State Department, which pursues Massachusetts issues in Washington.

Tim Donovan got a view of the judicial side of government, and concluded there should be more law and order, and more order in the law. He interned for three weeks at Jensen Law Offices in Newburyport, and spent the next three weeks observing in the District and Superior Courts in Salem and Boston. He interviewed lawyers and court officers, and was disappointed that he couldn't question Jerry Angulo, whose trial he watched.

Six weeks at the Rosnick Law Offices in Danvers gave Scott Rosnick second thoughts about becoming a lawyer. The incredible amount of paperwork, the unreliability of client payments, and law books written so that "one must go to law school to read the table of contents," were all discouraging factors.

Suzi Stevens' project was a foray into foreign government, as she practiced her French and

munity combining the best of city and suburban life. She found the philosophical seminars interesting, but decided construction was not something she cared to do ever again.

Karen discovered that she had the resources to endure hard labor, and Fred Romani made a similar discovery working for Dynamic Building Corp. in Peabody. Fred hadn't realized that construction was such a physical job, but he liked the work, and enjoyed his co-workers—who, he feels, constitute 80% of job satisfaction.

An interesting sidelight is that the owner of Dynamic Building is M.H.S. graduate Damon Coons, who did his SCORE project with Filias Construction in 1977.

Maybe Tim Henderson will follow Damon's footsteps because he said the principal thing he learned on his project with David Lane, Construction & Landscaping in Ipswich, was that he much preferred to work for himself.

David Ring's insight was on a personal level also. Besides acquiring job skills handling fresh and frozen fish and frogs legs from Africa at Atlantic Fisheries in Gloucester, he also learned the mechanics of the working world, including taxes, unemployment benefits, working conditions, and budgeting your paycheck so you don't get stuck in a dead-end job in the shipping department.

In every report, David mentioned the importance of being to work on time. Phil Rowe should have moved his bed into Bailey's Service Station, and not worried about being prompt—as he worked 67 hours a week there. (Part of the time was a job, part was a SCORE learning experience. SCORE doesn't require that many hours.) Although Phil is now competent to do a variety of auto repairs, he decided he doesn't want to be a mechanic.

Pat Mack, on the other hand, discovered his future at Mark Lindsay Boatbuilding in Gloucester. He described his internship, learning the various tasks associated with high quality modern boatbuilding, as "one of the greatest educational experiences I've ever had," and one that he plans to continue.

At R&K Precision Machine in Middleton, Kevin Huber worked with metal machinery from lathes to Bridgeports, and learned that the firm's name meant exactly what it said: all work must be exceedingly precise.

Jay Pomeroy was involved with a different aspect of industrial machinery, drafting for Gloucester Engineering at Blackburn Industrial Park. Jay was surprised that he could sit at a drafting table all day, and pleased that his drawings were used on the assembly line, but he agreed with Fred Romani that it's the friendly co-workers that get you through those days that are just routine.

Paul Murray put his technical drawing skills

LYNN POST — 6.24.84
John Hancock Mutual Life Insurance Company and Beverly Hospital, one of 17 hospitals in the area, will join together as part of Hancock's SelectCare network of providers.

John Hancock calls the new health plan a "cure for our number one health care problem." The program is said to be Eastern Massachusetts' first health care reimbursement system based on the preferred provider organization concept.

SelectCare will comprise a 17-hospital network with about 1,500 physicians providing the health care needs of employees at businesses in Eastern Massachusetts, covered under John Hancock group health insurance contracts.

Briefly

T.I.P.S.

BEVERLY — A panel discussion and resource fair for older persons and their families or caregivers will be held Wednesday, June 27 at 7:30 p.m. in the gymnasium of the First Baptist Church in Beverly.

Timely Information on Programs and Services (T.I.P.S.) for Seniors program is the third in the "Making Choices" women's health series sponsored by the Beverly Hospital.

The program will begin with a discussion on long-term care needs and will follow with a question and answer period. Among the agencies represented will be the North Shore VNA, Bay Area VNA, Senior Home Care services, Far Fetched Transportation, North Shore Elder Services, Hospice of the North Shore, Beverly Council on Aging and Beverly Hospital.

A small fee may be paid at the door. Pre-registration is required, by calling the hospital.

GOINGS ON

RESOURCE FAIR: T.I.P.S. for Seniors, a resource fair, will be held June 27, 7-9 p.m. at the First Baptist Church in Beverly. The program will include a panel discussion on caring for seniors at home or in nursing homes, and visiting at resource tables represented by community senior services. Pre-registration is requested with the Beverly Hospital Community Relations Office at 922-3000, ext. 2480.

Zinn relocates

BEVERLY — Dr. Kenneth L. Zinn, a member of the Beverly Hospital staff is relocating his Topsfield office next month to 50 Main St. His Ipswich office will remain at its present location.

Hospital Scholarships

BEVERLY — Three Beverly Hospital candy strippers recently received scholarships from the Elizabeth Torrey Johnson Memorial Scholarship Fund.

The scholarships, sponsored by the Beverly Hospital Aid Association are given annually to candy strippers or junior volunteers planning to enter a medical or allied health college program.

Receiving the awards were Pamela Small of Beverly, Erin McLaughlin of Boxford and Karen Pszeny of Manchester.

Three to receive scholarship awards

BEVERLY — Three area students were recently awarded scholarships from the Elizabeth Torrey Johnson Memorial Scholarship Fund, sponsored by the Beverly Hospital Aid Association.

The scholarship is given annually to a candy stripper or junior volunteer who is planning to enter a medical or allied health college program.

The 1984 recipients are Pamela Small of Beverly, Erin McLaughlin of Boxford and Karen Pszeny of Manchester.

Manchester.

Miss Small is entering her third year in Northeastern University's cooperative education program, majoring in nursing. A former volunteer, she has been employed in the Beverly Hospital Nursing Division since 1983 and plans to specialize in pediatric nursing upon receiving of her degree.

Miss McLaughlin is a recent graduate of Masconomet Regional

study nursing and would like to pursue a career as a nurse practitioner. She has been volunteering at the hospital since October, 1983.

Miss Pszeny began volunteering in June, 1983 and recently participated in Manchester High School's SCORE program, spending six weeks at the Beverly Hospital to learn more about a

Resource fair to focus on seniors

BEVERLY — Beverly Hospital's resource fair for seniors and those who care for older persons will be held next Wednesday, June 27 from 7-9 p.m. at the First Baptist Church in Beverly.

The T.I.P.S. for Seniors program (Timely Information on Programs and Services) will include a panel discussion, question and answer period and informal visiting at resource tables.

Panelists are Nancy August of Hamilton, mother of a five-year-old son who also has her 89-year-old grandmother living with her; Adele Ervin of Manchester, who will offer a personal perspective on the need for sensitivity and com-

munication with an aging parent; Virginia Hughes, an elderly housing resident who will discuss the importance of activity in combating negativism in later years; and Myrna Lombard, RNC, adult nurse practitioner who will discuss the adjustment to nursing home placement and what to look for in long term care facilities.

Following brief presentations, the panelists will respond to specific questions from the audience.

Refreshments will then be served, and participants will have an opportunity to visit several resource tables offering literature and information on numerous com-

munity support services for seniors.

Agencies represented at the resource tables will include the Beverly and Peabody Councils on Aging, VNA of North Shore, Bay Area VNA, Senior Home Care Services, North Shore Elder Services, Hospice of the North Shore, Far Fetched Transportation and Beverly Hospital's Department of Social Services/Continuing Care and Lifeline Program.

Pre-registration for the resource fair is requested through the Beverly Hospital Community Relations Office at 922-3000, ext. 2480.

A fee of \$3 per person may be paid at the door. There is no charge for senior citizens.

LETTERS

Excellent coverage

To the editor:

I would like to commend the Times and your staff reporter, Virginia Lowry, for the excellent coverage given to our pilot project for emergency room education of Beverly elementary school students.

Diane Morgan and Marion Rafter, the emergency staff nurses who developed the program, have found the project to be well received by students, parents and teachers. They are particularly grateful for the support and encouragement extended by Dr. Thomas Durkin, science/health specialist, in introducing the concept to the Beverly public schools.

We appreciate the efforts of Ms. Lowry and the Times in bringing our emergency room education program to the attention of your readership in such a positive manner.

Robert R. Fanning, Jr.
President
Beverly Hospital

CITYSCENE

ELECTED: Robert Fanning, president of Beverly Hospital, was elected president of the North Shore Hospital Council at its recent annual meeting.

There's good news on the hospital front

At Beverly, room rates move down

BEVERLY — For the first time in almost seven years, room rates at Beverly Hospital have been decreased.

The action realizes a room-rate reduction which averages 10.5 percent.

A positive increase in patient volume during recent months was the primary reason for the decrease, said hospital President Robert R. Fanning Jr.

The last change in rates was an increase and it was implemented Oct. 1, 1983, Fanning said.

He cautioned that the need to adjust rates could move upward in the future, but said the hospital wanted to pass on the savings now.

A private room now costs \$170 a day, down 10.53 percent; a semi-private room is now \$160 a day, down 10.61 percent; a room

in the psychiatric wing is now \$235, down 11.65 percent; a pediatric room is \$150 a day, down 14.77 percent; and in the intensive care and critical care units, the cost has been reduced 9.33 percent to \$340 a day.

Beverly Hospital is a privately-run facility.

At competing, municipally-run Hunt Hospital in Danvers — where the Board of Trustees is

currently reviewing the hospital's rate structure — a private room costs \$225 a day for the regular medical wings, a two-bed room is \$205 a day, and \$200 for a four-bed room each day, according to a Hunt spokesman.

The last time Beverly Hospital room rates declined, in 1977, it was attributed to reduced costs through more efficient management of the facility.



FANNING

By TOM CLARK
News Staff

DANVERS — Sandra Buba was pregnant and because her husband, Michael, had just been discharged from the Marine Corps and had not yet gotten into any medical insurance plan, the young Swampscott couple could have faced whopping bills when Adina Marie entered the world on May 29.

But it didn't happen that way because Sandra and Adina spent little more than 24 hours at Hunt Memorial Hospital after the delivery. The Bubas were the first family to take advantage of Hunt's new 24-Hour Maternity Stay Program that allows mother and baby to go home the next day if the pregnancy and delivery is perfectly normal.

Sandra, Michael and Adina were on hand Tuesday at a hospital press conference called to explain how the program works.

"I had a normal delivery, the baby was fine, and I saw no reason to stay," Sandra said. "There's no place like home or

your own bed," she added.

Although the original incentive was financial, Sandra said she would opt for the 24-hour program again even though the insurance they now have would cover a normal two- or three-day hospital stay for mother and baby. According to Michael Morris of the hospital's business department, the Bubas paid a flat fee of \$900 for the 24-hour program, while the bill for the traditional stay is about \$1,400 for the mother and another \$250 to \$350 for the baby.

What makes the program work from a medical standpoint is the training the new parents get in those 24 hours and the mandatory followup visit at home by a member of the Visiting Nurse Association.

"We were thrilled that we were able to put the program together because it takes care of people who used to fall between the cracks," said Sandra's obstetrician, Dr. Nicholas Pantelakis. "A patient doesn't need to be in the hospital more than 24 hours if pre-natal care is

consistent," he said. Dr. Steven Blumberg, one of the many Hunt staff people who worked to develop the 24-hour program under the direction of Dr. Bernard Levine, said that although the program was designed basically for financial reasons, it is a conservative program that serves as an alternative to the more liberal birthing centers. "For most patients, pregnancy is a healthy status, not an illness," Blumberg pointed out.

Diane Flanders of the VNA said the 24-hour program is an extension of the VNA's role in the community. Kathy Greeke, the VNA nurse who visited the Bubas at home after the delivery, was also enthusiastic about the program. "It was a nice visit, they did very well," she said.

Sandra and Michael also got some pretty extensive training before they took their baby home from the hospital. "Our emphasis is on family-centered care," said nurse Pat Young.



Hospital room costs are finally stabilizing after years of steady increases.

TIMES 6.27.84

Hospital room charges cut by up to 15 percent

By JOSEPH W. FENTON
Beverly city editor

BEVERLY — After years of spiraling health care costs, North Shore hospitals are holding the line this year and the major beneficiaries will be patients' pocketbooks.

Beverly Hospital officials announced Tuesday they're cutting room rates from \$15 to \$35 per day and expect the charges to remain stable through October 1985. The reductions range from 9.3 percent to nearly 15 percent depending on the type of room.

Officials at J.B. Thomas Hospital in Peabody and Hunt Memorial Hospital in Danvers, which begin their new fiscal years Sunday, say they won't increase room prices, holding charges to July 1983 rates.

At Beverly Hospital, the cost of a private room

dropped 10.5 percent from \$190 per day to \$170 per day effective June 1. The biggest cut came from intensive and cardiac care beds which dropped from \$375 to \$340 per day.

Beverly Hospital President Robert Fanning said the rate reduction was due to an increase in the number of patients being served by the hospital. With a higher number of patients, the hospital's facilities are being used more efficiently.

The reduction of room rates is the first for the hospital since 1977, when the decrease was attributed to cost reductions achieved by better management.

Jack Good, Beverly Hospital's director of development and community relations, said yesterday the increased occupancy rates resulted from greater use of the hospital by residents from Hamilton, Wenham, Ipswich and Manchester. He said family

Hospital, page A8

• Hospital room rates stable

Continued from page A1

physicians affiliated with the hospital in those communities are sending more patients to the institution.

Good said the hospital will continue to promote those type of physician affiliations. He estimated Beverly's occupancy rate was between 80 and 90 percent for the facility's various medical/surgical beds.

"Our real hope is we'll be able to keep the rates at that level," he said. According to Good, Beverly will file a request for 1984-85 rates with the state Rate Setting Commission Aug. 1 and he expects the recently reduced rates will be requested for next year.

In addition to the drop in room rates, Beverly is cutting its clinical laboratory charges by 10 percent and intravenous therapy charges by 11 percent.

Hunt and J.B. Thomas Hospital won't be reducing their rates but they're also not projecting increases.

Patricia Collins, a spokeswoman for J.B. Thomas, said yesterday the hospital will hold its semi-private room rate at \$170-\$175, its private room rate at \$175 and its intensive care unit rate at \$375 per day.

According to Ms. Collins, the hospital's ability to

hold the line on room rates was a result of an energy conservation program designed to save the facility \$334,000 in the next decade.

"We also changed our purchasing habits to get more for our money," Ms. Collins said. Leased equipment and competitive shopping also helped cut costs, she added.

Ms. Collins said the hospital looked closely at positions which opened as people retired.

Carl Peterson of Hunt Memorial said he couldn't comment on the hospital's rates until its board of directors voted on the fees later this week. "It won't increase," he said.

Hunt's rate for a semi-private room is \$205.

A spokesman for Salem Hospital said the institution's fiscal year starts Oct. 1. He said it's premature at this time to speculate on a rate.

The room rate announcements this week followed a reported issued in December by the Health Insurance Association of America that said Massachusetts hospital room costs were some of the highest in the country — averaging \$197 a day — but also noted the increases had slowed in recent years.

THE BIRTHDAY GAME

EACH WEEK WIN \$100 U.S. SAVING
JUST FOR BEING BORN

PLAY TODAY IN THE Beverly Times

REMEMBER: You have *all week* to find your complete birthday! If your birth month, date or year is not listed today, look in other issues of The Beverly Times this week.

How To Play:

The object of The Birthday Game is to become eligible for prize drawings by correctly finding your birthday month, date and year in the Beverly Times. The official entry form will be published Monday thru Saturday. Neatly print your birthday month, date and year (last two digits of the year only) in the appropriate spaces on the form, or a REASONABLY DRAWN FACSIMILE. No mechanically reproduced forms accepted. Use your legal birth date, in a form that can be verified on your driver's license, or other official identification.

Each game starts on Monday and ends the following Saturday.

Randomly selected months, dates and years will be published in the Beverly Times as follows: two months five dates and 16 years, each day, Monday through Friday; and two months, six dates and 20 years each Saturday.

When you find your birthday month, date or year published in the game, indicate when it appeared by writing the day of the week in the space provided under the proper heading. For example, if your birth month is November, and you find "November" listed as one of the two months in Tuesday's Beverly Times, write "Tuesday" in the space provided under the Month heading on the entry form (see sample). When you find your birth date and year, similarly fill in the proper spaces with the day of the week each appeared.

How To Enter:

Complete the entry form, including your name, address and telephone number. You may deliver your entry in a sealed envelope to the Beverly Times no later than noon Wednesday following the end of that game, or mail it to: The Birthday Game, Beverly Times, Dunham Road, Beverly MA 01915.

Mail entries must be received no later than noon Wednesday following the end of that game. The game number (Game No. 1, Game No. 2, etc.) must appear at the lower left corner of the envelope. Each entry requires a separate envelope. Anybody may enter — there is no age requirement. When you have correctly completed and submitted your entry form, you're eligible for that game's prize drawings.

Do not send your birth certificate, driver's license or other identification with your entry. You will be required to show identification ONLY if you win. Do not enclose any other communication with your entry. We cannot be responsible for anything that is enclosed in the envelope containing your entry.

What You Can Win:

A drawing for a \$100 United States Savings Bond will be held each week for 12 weeks. Winners will be randomly

drawn from all copies of the Beverly Times won on the second Monday following the date of winning deposit received.

Other Rules And Regulations:

No purchase is necessary. Copies of the Beverly Times are charge, at our official game mail telephone. Employees of Essex agencies, and members of the game, are not eligible to play. All unclaimed prizes donated to the United Way. Winners agree to names and addresses without additional. Taxes on winning winners. Submission of all game rules. Judgments are final.

Decker & Guertin

Peabody

PEABODY — A Peabody man was arrested on charges he was causing a disturbance at his home shortly after 10 last night. Michael R. Royer, 19, 11 McKinley Road, was arrested by Patrolman Philip Cobble and charged with disturbing the peace at 10:21 p.m.

Two Peabody man were arrested on charges of illegal possession of a Class D controlled substance shortly before midnight. Michael Allen Ganse, 23, of 8 Waldens Hill Drive, Peabody, and James E. Turner, 25, of 13 Bradford Road, Peabody, were arrested at 8 Waldens Hill Drive by Sgt. John McCorry and Patrolman Philip Cobble.

Police also arrested two juveniles at 12:45 p.m. yesterday, charging them with shoplifting. Patrolman Ronald Brown was the arresting officer.

A Peabody woman reported that her inspection sticker was stolen from her car while it was parked at 200 Lynnfield St. Angele Petrathelis of 38 Lynn St., Peabody, told police at 1:55 p.m. she discovered the

destroyed the Mustard Seed, a home for the indigent in Worcester. The four-alarm fire is of suspicious origin.

Teacher found

GLOUCESTER — Police are continuing their investigation into the apparent murder of a Landmark School teacher whose body was found in the deep woods near Bay View on Monday.

The body of Anne T. Natti, 39, of 131 Leonard St., Annisquam, was discovered by her husband, Erik, just before nightfall, police said today.

The woman apparently had suffered severe injuries to her face, according to police.

Anne Natti frequently walked

for Mrs. Natti, who has been injured in other mishap. The investigation was unsuccessful. The victim's Rockport husband, Erik Natti, who lives in Marblehead.

Natti went over to the house normally takes. He found his dog, but no trace of his wife. He said he went over there more times before the body was found in the deep woods.

Natti followed the body to the house near North Street.

Many lifestyle options

By VIRGINIA LOWRY
Times staff

BEVERLY — Virginia Hughes is 70 and lives alone in a Manchester Housing Authority apartment in a residential complex for seniors.

Dorothea Hall, in her late 80's, is a Hamilton resident, living with her granddaughter, grandson-in-law and their 6-year-old son.

Adele Ervin moved back to Manchester 20 years old to care for her aging parents. Her father died, as did her mother, who was a nursing home patient, several years later.

A Beverly Hospital-sponsored forum and resources fair for older North Shore residents and their families brought the three women together last night to explore and explain alternative living arrangements for seniors.

The T.I.P.S. for Seniors program (Timely Information on Programs and Services), held at the First Baptist Church, was the third in the "Making Choices" women's health series sponsored by the hospital. Last night's forum was held in cooperation with a variety of area agencies who offer support services to elders.

Mrs. Hughes, Mrs. Hall and Ms. Ervin were among a panel whose members discussed longterm care needs of older people, in circumstances ranging from life alone, but with support, to the necessity of nursing home care. Others participating were Myrna Lombard, a nurse practitioner in Beverly who specializes in geriatric care and visits nursing home patients, and Nancy August, Mrs. Hall's granddaughter.

Communication was the most important resource Ms. Ervin found necessary in dealing with

her aging parents, she said. Establishing those lines of communication with her father, who she described as "a very physical man" unable to discuss his frustration about physical infirmities, proved difficult.

But, said Ms. Ervin, talking with her mother opened the way for a life which proved satisfying to both women. It also helped smooth the transition forced upon both of them when her mother eventually required nursing home care.

"We talked about getting old. We talked about dying," she recalled last night. "It created a whole climate where she could function better; I could function better."

Mother and daughter also discussed loneliness, and its inevitability in the older woman's life. The dialogue not only made life at home more emotionally comfortable, but aided the transition to a nursing home setting.

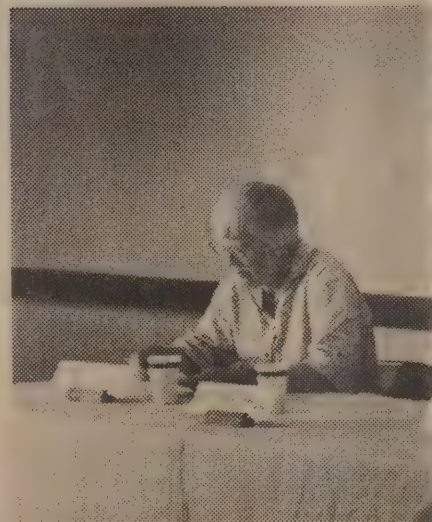
Mrs. Ervin called that move "difficult. But she accepted it.

"All of this time we communicated, and she never lost her sense of humor. We had a lot of good giggles. That's important."

Mrs. Hall and Mrs. Hughes described lifestyles which differ in nearly every respect. Nevertheless, each woman said, the choice made was a satisfying and personally suitable one.

Mrs. Hall remained in her apartment after she was widowed. The turning point came when she slept through a fire alarm (a false one) which routed the other residents of the building.

She visited retirement complexes and discarded that alternative before accepting an offer from Mrs. August and her family. Mrs. Hall and her granddaughter agreed some family adjustments



Panelists at a resource fair for sponsored by Beverly Hospital,

have been necessary, but count the small cost worthwhile.

"My big problem is loneliness," said Mrs. Hall, who, according to her granddaughter, does some housework at her own pace. Mrs. August said she tries to leave work early a couple of days each week to meet her grandmother's need for companionship.

But, according to the older woman, her great grandson fills a large gap in her life. She tells him stories and reads to him.

"Things really begin to hum" when the 6-year-old arrives home from school, said Mrs. Hall.

"The big thing is, I'm with family, and that makes all the difference.

Mrs. Hughes, on the other hand, said she chose to retire to Manchester, far from her children, be-

foresight to see that if GE does not keep up with technological advances, everyone will suffer at some point. They made a wise decision.

Overall, it is heartening to see major institutions in our area doing what is good for themselves and the public.

Harvard Community Health Plan is open

By CLINTON WILDER **6.29.84**
News Staff

PEABODY — With champagne, croissants and a professionally-acted comedy routine, the Harvard Community Health Plan ceremonially opened its Peabody health maintenance organization Thursday, just nine months after construction began last fall.

In a well-attended ribbon-cutting ceremony under a tent outside the center off Route 128, Harvard Health President Thomas O. Pyle and Mayor Peter Torigian traded several good-natured barbs. Many of them referred to the competing HMO currently being constructed by Blue Cross/Blue Shield on the other side of the EssexBank building several hundred yards away.

But the highlight came when actor Bob Berry, a veteran of the North Shore Music Theater and other drama companies, walked up to Pyle dressed as an organized crime boss as Pyle discussed how "all kinds of people" have joined the Harvard Health plan. In a pre-rehearsed skit, Berry and Pyle brought the

specialty affiliations with Salem and Union Hospitals was a fact not lost on Torigian, who would like to see at least some of HCHP's business farmed out to Peabody's city-owned J.B. Thomas Hospital. "I've heard Beverly, Salem and Lynn mentioned, but I'm sure we'll hear Peabody in there somewhere," Torigian said.

Torigian praised both the center's development team and contractor The Macomber Co., which completed the project ahead of schedule despite much inclement weather.

"We firmly believe that if a developer does it right, the government should help out," Torigian said. "We're proud of this facility, as we're proud of the two million square feet of office space in our industrial parks that has also been completed on time. These are not just Peabody facilities, they are regional facilities."

Pyle returned the compliment to Torigian's administration, calling Peabody "a very special community where decisions are made quickly." Then he promptly added, "Now I just hope the

Dolgoff, director of real estate president of Steffian Bradley Torigian.

John Hurley

Mayor charms, chides HMO

By MATTHEW SOERGER
Times staff

PEABODY — Mayor Peter Torigian charmed the crowd at the ribbon-cutting ceremony for Harvard Community Health Plan's Peabody center just off Route 128.

But in his opening remarks, he revealed what has been bothering him since the pre-paid health maintenance organization began construction last fall. It was announced then that the center's expected 30,000 members will be going to Beverly Hospital and other area hospitals when they need to be hospitalized — but not Peabody's hospital.

"We've heard Union (Hospital in Lynn), we've heard Salem, we've heard Beverly," Torigian said. "I'm sure somewhere along the line we'll hear Peabody."

Peabody's municipal hospital, J.B. Thomas, was not chosen by Harvard Community Health Plan as the hospital to which it would refer its patients. Instead, Beverly Hospital was contracted to be the center's principal hospital, with Salem and Lynn Union hospitals chosen as secondary facilities.

Torigian and other city officials have expressed concern that J.B. Thomas could be hurt by the presence of the health maintenance organization.

But the mood at the ceremony was optimistic: The 45,000-square-foot facility, which will employ about 175 health care workers, was completed right on schedule, despite heavy rains this spring which hampered con-

struction. The center opens Sunday.

Torigian traded jokes with Thomas O. Pyle, the health care group's president (who gave Torigian a "homebaked golden banana muffin" — an aside to the Golden Banana night club on Route 1), and kidded about the competition to come from the similar Blue Cross/Blue Shield center under construction just a few hundred yards away.

Health plan officials praised the city for its cooperation in getting the \$4.5 million project finished on time. Torigian, in turn, said he was confident the center will be a cooperative part of the city, especially since, as a non-profit organization, it will be settling on an in-lieu-of-tax payment to the city each year.

After an hour of speeches by Torigian and health plan officials, the more than 100 persons in attendance left the shade of a large tent for tours of the new facility, where carpeted waiting rooms and inspection rooms in muted grays and beiges are arranged around a central staircase. Quilts and framed posters hang on the walls.

The center, under the direction of Dr. Louise Liang, will provide outpatient service on a pre-paid basis. It includes services for surgery, urology, obstetrics and gynecology, optometry, mental health, pediatrics and physical therapy. It also has a pharmacy and a child care room.

The Peabody center, the health plan's seventh, is located near the Essexbank in the Northshore Shopping Center. The plan has more than 150,000 members in Greater Boston. Founded in 1969, it is independent of Harvard University.

Hospital Council Elects Officers

CRICKET
6.29.84

NS: SUNDAY
7.1.84

The North Shore Hospital Council elected new officers at their annual meeting on May 30th, held at the Essex County Club in Manchester.

Elected to serve two year terms were Robert R. Fanning, Jr., president; Ronald Hill vice president; and Wolfgang von Maack, secretary/treasurer.

Fanning is president of the Beverly Hospital and Northeast Health Systems, Inc. and also serves as a member of the

Mass. Hospital Association's Board of Trustees. As president of the North Shore Hospital Council, he will represent the membership at meetings of the North Shore Health Planning Council.

Hill is administrator of North Shore Children's Hospital, Salem and von Maack is president of New England Memorial Hospital, Stoneham.

"Our focus in the immediate future will be to address those

regional issues which are pertinent to the council members, such as increased utilization of North Shore hospitals and the impact of HMO development in our service areas," said Fanning.

"Through the council's organization, we can all benefit from the experiences of individual hospital members and develop a regional approach to shared services, nonduplication and innovative managerial techniques," members.

Council activities include planning, information sharing and regional organization of emergency medical services.

The North Shore Hospital Council is affiliated with the Massachusetts Hospital Association in Burlington.

Harvard Health ... enter the giants

vard's Peabody facility. Some of those will transfer from other Harvard centers, she says, but most will be newly recruited on the North Shore.

The center "will provide 90 percent of all the care a member needs right here," Phillips says. Harvard will use Beverly Hospital as its main hospital facility, though arrangements have been made to use Salem Hospital and Union Hospital in Lynn for emergencies and some special care cases.

Even as Harvard was cutting its ribbon, construction continued not too far away on Blue Cross Blue Shield's new 49,000-square-foot health maintenance center. It will open for medical business in January, according to Blue Cross spokesman Paul DiNatale.

"We are targeting a membership of 37,000 from Essex and Middlesex counties within five years," he says. "The North Shore is a key area for us, as well as Harvard and other health care providers."

DiNatale feels the growing competition among health care providers "is good for consumers and the health care system overall. It means pricing competition, which will tend to hold down health care costs. And it also means competition to provide the highest quality health care."

HMO's are coming

They may not be giving away free glasses with a check-up, but giants in the health care industry are looking for customers on the North Shore.

On Thursday, the Harvard Community Health Plan formally opened its new Peabody facility. Harvard, the nation's oldest health maintenance organization, hopes eventually to enroll 30,000 members in Peabody, its sixth health center.

"We expect up to 12,000 members in our first year," says Rosalie Phillips, administrator of Har-

GE union: future shock?

In voting for the "factory of the future," members of I.U.E. Local 201 in Lynn may also be looking at the union of the future.

Continued on Page 12

THE TIMES
TUESDAY
JULY 3, 1984

CITYSCENE



ELECTED: F. Kauders, chairman of Beverly Hospital of Trustees, and R. Fanning Jr., president of the hospital, recently elected to p with the Massachusetts Hospital Association. Kauders was elected a 3-year term trustees advisory. The council members will advise the association on the educational needs of hospital trustees, including legal issues, financial management,

negotiation and legislation.

Fanning was elected to the association's executive committee for a term of one year. The committee is responsible for making recommendations on industry-wide issues to the Board of Trustees of the Massachusetts Hospital Association.

Town employees will have choice of health

By BILL DURLING
Times staff

7.3.84

BOXFORD — Town employees will now have a choice of insurance companies.

Selectman voted last night to allow Harvard Community Health Plan (HCHP) to offer its services to town employees, bringing competition to a market that Blue Cross/Blue Shield had previously monopolized.

The starting date of the service was left open by selectman, so representatives from HCHP can talk

to the school teachers in town, one of the largest group of town employees, when they return in the fall.

The decision by selectman to allow HCHP to offer its services coincides with the recent opening of an HCHP center just off Route 128 in Peabody. The Boxford area will be served by the new center.

According to Michael J. Baranowski, an account executive from HCHP, the Harvard Plan differs from Blue Cross/Blue Shield in that it not only provides reimbursement for services, as does Blue Cross/Blue Shield, but it also offers

its own staff of doctors, physicians, and hospitals.

Baranowski said HCHP chose Beverly Hospital to serve as its area affiliate hospital. Before giving it their seal of approval members of HCHP went over the entire hospital "with a fine tooth comb," he said.

HCHP offers a full range of services, including routine care, hospitalization, specialty care and emergency services.

In other business, Deputy Fire Chief Peter Perkins and Capt. Charles Goldsmith went before the selectman to complain about the

new location of the town building inspector's office, which selectman have put in the communication room of the new fire station.

Perkins had several reasons why the office shouldn't be in the station. He said he thinks the room is too small for both a dispatcher and people gathered around a table looking at blueprints.

He said he doesn't want people playing with the fire equipment, turning knobs and possibly destroying something. He also said he doesn't like the idea of the possi-

bility of children around equipment and in an emergency Goldsmith said he thought people parking in front of a station in an emergency situation

"We shouldn't mix equipment with town said."

Selectman John "Gatton asked, "Why is the department so reluctant to with the town?"

He said he didn't like the idea of "anywhere but our

TIMES 7.3.84

Beverly Hospital, Harvard Health Plan unit affiliate

BEVERLY — Beverly Hospital staff and officers from the Harvard Community Health Plan's Peabody Center met recently in an informal orientation and reception, prior to the center's scheduled opening July 1.

The joint effort signals the beginning of an affiliation agreement between the two organizations for provision of inpatient and emergency services to clients of Harvard Community Health's new facility.

Robert R. Fanning, Jr., president of the Beverly Hospital, said the relationship with the Harvard Community Health Plan is another milestone in the hospital's efforts to provide high quality health services which are convenient and responsive to the needs of North Shore residents.

Speaking on behalf of the Harvard Community Health Plan were Thomas O. Pyle, president and Stephen C.

Schoenbaum, M.D., deputy medical director. Both discussed the HCHP mission and quality of care, emphasizing their intention to continue the superior approach to patient care which people on the North Shore have come to expect.

Louise Liang, M.D., medical director of the new Peabody center, has worked with the senior management of Beverly Hospital since the beginning of the affiliation negotiations. She expressed her

appreciation for the cooperation and professionalism evidenced by the hospital's staff in developing the agreement.

Dr. Liang, a pediatrician, has recently joined the Beverly Hospital medical staff. Other physicians employed at the Peabody Center have also applied for privileges on the Beverly staff in order to maintain continuity of care for their patients who may require hospital admission.

DANVERS HERALD 7.5.84

Hunt Hospital cuts some room rates

Hunt Memorial Hospital has announced a reduction in room rates for its intensive care unit, telemetry department and maternity department's semiprivate rooms.

The rates for medical/surgical private and semiprivate units remain unchanged, Administrator Richard Sherman said.

Hunt's rates were reduced as follows: intensive care units, to \$550 from \$595 a day; telemetry, \$250 from \$275; two-bed semiprivate maternity rooms, to \$190 from \$195; four-bed semiprivate maternity rooms, to \$185 from \$190.

Sherman's announcement of the rate reductions, which were effective Monday, came less than a week after Beverly Hospital announced it would reduce its room rates for most of its services for the first time in seven years.

Michael Morris, director of fiscal services at Hunt, said Hunt's reductions were made because the critical care and obstetrical services at the hospital have recently seen the greatest growth in patient volume.

"By reducing the room charges for these services, Hunt is passing on the savings to patients utilizing these areas of increased volume," Morris said.

The medical/surgical room rates will remain at \$225 a day for a private room, \$205 for a two-bed room and \$200 for a four-bed room.

Beverly Hospital's rates were recently reduced to \$170 a day for a private room and \$160 for a semiprivate room. The J.B. Thomas Hospital in Peabody is leaving its rates unchanged this year at \$175 a day for a

private room, \$170-175 for a semiprivate room and \$375 a day for an intensive care unit.

Hospital weighs tight smoking restrictions

7.5.84
By ANDREA ATKINS
Times staff

BEVERLY — Beverly Hospital is considering a policy that will severely limit smoking in the hospital for patients, visitors and employees.

The Patient Care Committee has been reviewing a smoking policy, according to committee member Susan Hamcox, who works in the Human Resources department.

"The original reason this was brought up for discussion," Ms. Hamcox said, "was because we were getting more feedback from non-smoking patients in rooms with patients who smoke. We have a non-smoking floor in the hospital, but it doesn't seem to be sufficient for the number of non-smoking patients. But also, two employees have actually left their jobs because of the smoking."

Ms. Hamcox said the Patient Care Committee wrote to several

hospitals around the state inquiring about their smoking policies. She said the policy currently being considered is the one used by New England Deaconess Hospital in Boston.

That policy prohibits smoking except in certain areas posted with "smoking allowed" signs.

"As a committee, we thought the policy was a good starting point," said Ms. Hamcox.

Copies of the policy were printed in the company newsletter with a request for employee feedback.

"The vast majority of the responses are coming back embracing the policy as it is, or saying it should be stricter," Ms. Hamcox said.

She said the committee has decided to extend the deadline on survey responses another week to give people who might oppose it more time to respond.

"Then we will tally the survey, call together the group of employ-

ees who have indicated they would like to discuss it and see if that group wants to make any suggestions to committee," Ms. Hamcox explained.

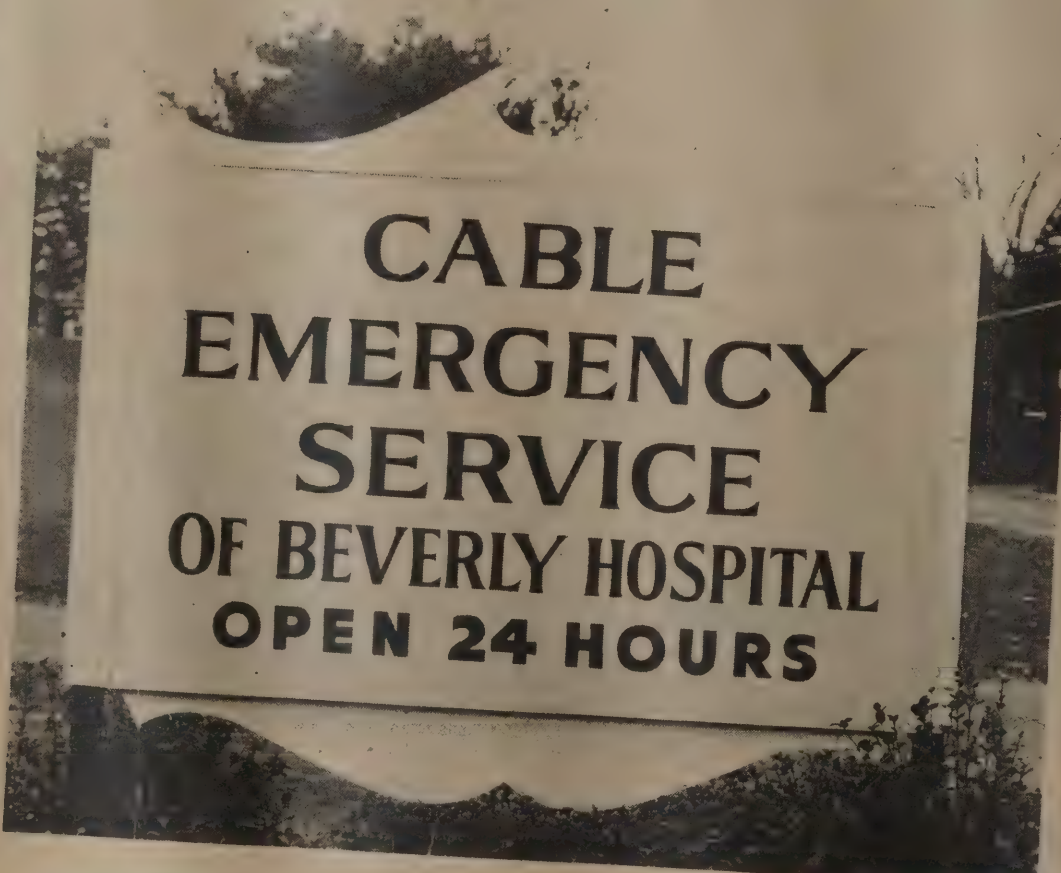
She said although the smoking policy is strict, it does make sense for a hospital, which is concerned with health issues, to consider such a practice.

She conceded that enforcement of such a policy may be difficult. She noted, however, that New England Deaconess has not reported any trouble in implementing its policy.

"It's difficult when you're toying with people's habits on such a volatile topic. It's hard to draw the line on what's a right and what's a privilege. I think this is one of those no-win situations. Somebody is going to be unhappy with whatever we decide."

Ms. Hamcox said it will be a couple of weeks before a decision is made on the policy.

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7.6.84

THE MANCHESTER CRICKET



Robert Fanning (left) and Frederick Kauders are now serving as members of the Massachusetts Hospital Association.

News 7.6.84

Nice to know

To the Editor:

How wonderful to hear that Drs. Pantelakis, Blumberg and Levine are concerned about the patients "who used to fall between the cracks" (Salem News, June 27). Can we expect then to re-enroll in the Medicaid program, which they have been boycotting for almost a year now in an attempt to force the state to pay higher fees? After all, hasn't the Welfare Department agreed to nearly all of the doctors' demands for changes in the program?

If the doctors who are currently turning away Medicaid patients do not end their boycott voluntarily, then the hospitals at

which they have admitting privileges should make Medicaid participation a condition of those privileges, as has been done elsewhere in Massachusetts. And until the hospitals are willing to stand up to the doctors, they should not be allowed to build their "doc-in-a-box" clinics or their shiny new "surgi-centers."

In the meantime, it's nice to know that we won't have to worry about falling between the cracks — as long as we have \$900 to shell out for a 24-hour maternity stay.

KATHY HALL
Essex County
Community Organization

On Mass. Hospital Board

Frederick Kauders, chairman of the Beverly Hospital Board of Trustees, and Robert R. Fanning, Jr., president of the hospital, were recently elected to positions with the Massachusetts Hospital Association.

Kauders was elected to a three year term on the Trustees Advisory Council. The council members advise the Hospital Association on the educational needs of hospital trustees including legal issues, financial management, contract negotiation and legislation.

Fanning was elected to the association's executive committee for a term of one year. The committee is responsible for making recommendations on industry-wide issues to the Board of Trustees of the Massachusetts Hospital Association.

Times 7.6.84 Hospital nursing home OK'd

VERLY — With approval the state Public Health Council construction will begin later summer on the 122-bed Ledgeood Nursing Care Center grounds of Beverly Hospital.

struction of the nursing home was unanimously approved by the council, an administrative arm of the state Department of Public Health.

The nursing home project is a venture to be undertaken by Ledgeood Corp. and Hillhaven Medical. Ledgeood is a subsidiary of East Health Systems, Inc., a holding company of Beverly Hospital. Hillhaven is a subsidiary of National Medical Enterprises. In addition of the nursing

home will help to meet a serious shortage of nursing home beds on the North Shore," according to Robert Fanning, president of Northeast Health Systems and Beverly Hospital. "Completion of this project will be the foundation for development of a continuum of care to meet the elderly's various health needs.

Officials of the Ledgeood Corp. will make a 10 percent equity contribution toward the \$4.4 million nursing home project, with the remainder to be financed through industrial revenue bonds.

The Public Health Council's analysis, according to those Ledgeood officials, projects a sig-

nificant need for the beds the new nursing home will provide, to the 1990s. Another factor that supported the hospital's application, they said, was the existence of a significant problem with administratively necessary days, which refer to the extended stay in a hospital by a patient who is awaiting nursing home placement.

The Ledgeood Nursing Care Center will be constructed on the northern side of the Beverly Hospital property, adjacent to the Johnson Building and Service Building. The land will be leased by the hospital to the Ledgeood Corp.

The estimated date of completion is the summer of 1985.

News 7.9.84 Nursing home will be built

BEVERLY — Construction of a 122-bed nursing home on Beverly Hospital grounds is scheduled to begin later this summer with completion in 1985.

"The addition of the nursing home will help to meet a serious shortage of nursing home beds on the North Shore," said Robert R. Fanning, Jr., president of Northeast Health Systems and Beverly Hospital.

The nursing home project is a joint venture to be undertaken by the MedQuest Corporation and Hillhaven Corporation. MedQuest is a subsidiary of Northeast Health Systems Inc..

The nursing home will be physically connected to the Beverly Hospital for more convenient access between the two facilities, Fanning said.

An application for the addition had been submitted to the Massachusetts Department of Public Health on Sept. 1, 1983 for Determination of Need, which is required prior to construction.

It was approved on June 26.

"The Public Health council's

staff analysis determined a significant need for this project, based on the number of nursing home beds currently available and the number projected to be needed by 1990," said Paul J. Lanzikos, president of the new corporation which will oversee the construction and management of the nursing home.

The Ledgewood Nursing Home, as it will be called, will be constructed on the northern side of the Beverly Hospital property, adjacent to the Johnson Building and Service Building. The land will be leased by the hospital to the Ledgewood Health Care Corporation.



Dr. David Koh, left, vice president of the American Heart Association's Northeast Division and Director of Cardiology at Beverly Hospital, recently received the American Heart Association's program Achievement Award from Barbara Prolman, R.D. Dr. Koh served as chairman of the Professional Education Task Force. He and Task Force members received the award for implementing an excellent seminar this year on Cardiac Rehabilitation.

Hospital plans stress seminar

Sept. 17

Gloucester Times

ESSEX — A stress management seminar will be offered at Beverly Hospital, starting Thursday, from 7:30 to 9 p.m.

The six-week class will end Oct. 25, and all sessions will be held in the physicians conference room at the hospital.

There will be a \$30 fee for the class and class size will be limited. Those wishing to register should call the hospital Community Relations Department, 922-3000, extension 2480.

The seminar will be lead by Rita a psychiatric nurse who has worked in the nmental health field for many years. She is currently a doctoral degree candidate at Boston University, and has extensive background in counseling for personal growth.

Ms. Losee recently said that stress is believed to be a contributing factor in 80 percent of the medical problems affecting

contemporary Americans. The hospital-sponsored stress management seminar will focus on techniques for reducing the impact of stress on the body, in interpersonal relationships and in work productivity.

The goals of the seminar are to create awareness of factors that cause stress, personal reactions to these stressors, coping strategies and relaxation techniques.

TIMES 7.10.84

CPR COURSE: A CPR course will be taught at Beverly Hospital on July 16 and 18, 6-10 p.m. There is a \$5 fee for course materials. "Basic Rescuer" instruction in adult and infant resuscitation and obstructed airway management will be taught. Pre-registration is required. Call 922-3000, ext. 2480.

MEDICAL STAFF ELECTIONS: The Beverly Hospital medical staff recently held its annual election of officers and department chiefs to serve from July 1, 1984 to June 30, 1985.

Elected officers are Joel W. Shelkrot, M.D., president; Herbert W. Bistrong, M.D., vice president; Randolph D. Maloney, M.D., secretary-treasurer.

Chiefs of department for the one year term are Russell J. Rowell, M.D., anesthesia; Sharad Chitre, M.D., emergency/outpatient services; David M. Jewett, M.D., family practice; James H. Clifford, M.D., medicine; Henry J. Ramini, M.D., obstetrics/gynecology; Humphrey E.D. Lloyd, M.D., pathology; Gilbert A. Norwood, M.D., pediatrics; Woodrow W. Havens, M.D., psychiatry; William J. Otto, M.D. radiology; and Mayo Johnson, M.D. surgery.

Also elected were Carl A. Soderland, M.D., director of medical education; Donna R. Barnard, M.D., director of quality assurance; Estille L. Caudill, M.D., and Stephen R. LoVerme, M.D., members-at-large to the medical staff executive committee; Walter B. Clayton, M.D., and Michael A. Edwards, M.D., members-at-large to the Beverly Hospital Board of Trustees.

Sunday Post 7/8/84

The Beverly Hospital Aid Association recently awarded scholarships from the Elizabeth Torrey Johnson Memorial Scholarship Fund to three Beverly Hospital candy strippers.

The scholarships are given annually to candy strippers or junior volunteers planning to enter a medical or allied health college program.

Receiving the awards were Pamela Small of Beverly, Erin McLaughlin of Boxford, and Karen Pszeny of Manchester.

Gloucester Times

July 11, 1984

5 doctors get staff positions

ESSEX — Five physicians have been appointed to the staff at Beverly Hospital.

Dr. Albert Koegler was appointed to the associate staff with privileges in child and adult psychiatry. A graduate of Notre Dame, he received his medical degree from New York University in 1978. He completed internship at the University of Virginia Hospital and residency at New York University-Bellevue Medical Center. He was a recent fellow in psychiatry at McLean Hospital and is board certified in psychiatry and neurology.

Dr. Robert McLellan was appointed to the associate staff with privileges in obstetrics and gynecology. He is a graduate of Boston College and University of Maryland School of Medicine and served internship and residency at St. Agnes Hospital, Baltimore, Maryland.

Dr. Theodore Sheftel was appointed to the

News 7.13.84

Hospital adds five doctors to staff

BEVERLY — The Beverly Hospital Board of Trustees recently approved the appointment of five physicians for medical staff privileges.

Albert C. Koegler, M.D. was appointed to the associate staff with privileges in child and adult psychiatry. A graduate of Notre Dame, he received his medical degree from New York University in 1978.

Koegler was a recent fellow in psychiatry at McLean Hospital and is board-certified in psychiatry and neurology. He maintains a Belmont office and is also available to North Shore residents through the Beverly Hospital psychiatric consultation service.

Dr. Robert McLellan was appointed to the associate staff with privileges in obstetrics and gynecology. He is a graduate of Boston College and University of Maryland Medical School.

Speaking of CARL SODERLAND, did you know that the local physician was recently elected director of medical education at Beverly Hospital? **IPS. CHRONICLE 7.12.84**

Don't forget, if you're part of the IHS class of 1974, your reunion is July 21, starting 5 p.m. at the Masonic Temple. If you still haven't signed up, do so fast, with ELLIN BROUILLETTE at the Savings Bank, or MARLENE DOYLE at

Assault victim flees

News 7.13.84

BEVERLY — Victor Berube, who was assaulted by an unknown assailant hours before his father was injured in the July 4 fire at the Elliot Chambers rooming house, disappeared from Beverly Hospital this morning, hospital officials said.

According to a hospital spokeswoman, Berube, 38, was seen by a security officer walking down the hill from the hospital at around 11:45 p.m. After unsuccessfully chasing him, the unidentified security officer notified police.

Beverly Police Sergeant Anthony Favara said that police searched the area last night and again this morning for Berube, who was wearing only a pair of pants. Favara said that patrol cars have been notified of Berube's disappearance.

an official analysis, the local press and assault

Onion Peelings 7.14.84

Hunt tastes own medicine

By LARRY BLAKE and TOM CLARK
News Staff

DANVERS — There is quite a bit of irony in Hunt Memorial Hospital's request for a "drop-in" medical clinic it wants to operate at the Liberty Tree Mall.

It is ironic that one of the reasons given, at the North Shore Health Planning Council's review committee's meeting this week was the fact that poor people aren't able to get adequate medical care through doctors at the hospital.

But the hospital's clinic would apparently offer more care to the poor than the alternatives. Similar drop-in centers, either existing or proposed, are apparently on a "pay as you go" basis. In other words, don't come here unless you have the money with you. The hospital, by federal law, must provide a certain amount of care to low-income people.

It was also ironic that Hunt announced the following day that a doctor, affiliated with Hunt, had opened up an office in Middleton. Doctors present at the announcement praised the type of care provided by the old family doctor, as the Middleton doctor would be. They criticized the new "supermarket" approach to medicine, as typified by the drop-in centers.

The final irony was that Hunt had filed an objection to the application of Lynn hospitals to open a drop-in clinic at Route 114. NSHPC denied the application for the clinic, which has since opened under a private doctor's license. Now Hunt finds itself faced with objections to its clinic. As one NSHPC member put it, Hunt is being "hoisted by its own petard."

□

Friday, for information call 743-9050.

NS SUNDAY 7.15.84
LEARNING

CENTER FOR LIFELONG LEARNING, Endicott College, Room 121, Academic Center on the main campus, 376 Hale St. Beverly. Registration hours, Tuesday, Wednesday, Thursday, 9 a.m.-7:30 p.m. and Monday, Friday, 9 a.m.-5 p.m.

CPR COURSE, Beverly Hospital on July 16 and 18, 6-10 p.m. \$5 fee for course materials. Pre-registration required, call 922-3000, ext. 2480.

Rx for hospitals: more change

By TAYLOR ARMERDING

Salem Hospital is advertising its emergency room — the emergency room, for crying out loud.

Not so much for emergencies either, mind you, but for those lit-tle day to day things. If the throat is sore, if the tummy aches, come on down.

It might have something to do with Med-1, just over on Lafayette Street. You know, the place to go when your doctor can't fit you in until the 11th, since you forgot to make an advance appointment to get sick. At Med-1 you can walk in any time of the day and get treated by a licensed physician trained to be friendly.

So Salem Hospital wants to remind us that its emergency room does all those non-emergency things too, at about the same price as a walk-in center.

Hunt Memorial Hospital in Danvers, besides looking for permission to open up one of those walk-in centers itself at the Liberty Tree Mall (go shopping and get the wart burned off all in the same trip), recently launched the obstetrical version of Slam, bam, thank you ma'am — the one-day maternity service.

As long as there are no complications with the pregnancy, the birth is normal and mom and kid are fine, they can go home after 24 hours. It saves time and money. Instead of something between \$1,500 and \$2,000, the bill is a flat \$900.

Lest there be any doubt, let the record show that health care on the North Shore is changing — drastically.

RICK GOODWIN



UNION HOSPITAL has formally merged with Lynn Hospital in a move President Bernard Mulhill says is a bit like the move toward con-

And the changes are by no means confined to Salem and Danvers. Consider a few more examples that have popped up in recent weeks:

Beverly Hospital announced it was cutting room rates an average of 10.5 percent, bringing the price per day for a private room down to \$170.

It was the first cut in seven years and puts Beverly's rates more than \$50 a day lower than neighboring Hunt's in some cases. But according to Commu-

nity Relations Director Jack Good, the cut had nothing to do with competition and everything to do with bottom lines.

Beverly kept ending month after month with surpluses. "If we hadn't done something about our rates, the (state) Rate Setting Commission would have forced us to," he said. He did acknowledge, however, that the reduction is not bad for public relations.

Certainly Hunt noticed. Several days later it announced cuts in in-

tensive care, telemetry and maternity bed rates.

So you were wondering which is the new, trendy place to have all four of your impacted wisdom teeth yanked out at one sitting?

Your neighborhood surgical center, of course. The medical equivalent of fast food, where — if your operation is routine enough to let you walk in and stagger out the same day you and your insurance company can escape

with change back from your \$5,000 bill.

A subsidiary of Beverly Hospital is one of three contestants for the right to build a surgi-center on the North Shore. If Beverly gets the nod, it will be constructed in Peabody, right in the heart of J.B. Thomas and Salem Hospital territory.

Call Lynn Hospital and ask for public relations. Then call Union Hospital and ask for public relations. You'll get the same person.

That is because the two are now under a single umbrella corporation known as AtlantiCare.

The two are not the only hospitals with connections to others. Salem Hospital now has a contract to manage Mary Alley Hospital in Marblehead. Beverly, Hunt and Addison-Gilbert Hospital of Gloucester have gone in together to try to get a full body CT scanner.

But Lynn and Union are the most formally related. AtlantiCare President Bernard Mulhill says it is a bit like the move toward conglomerates in other industries. "There is a need to be more efficient and still keep quality if you're going to maintain your market share," he says, "and that means corporate reorganization."

The North Shore is hosting the invasion of the HMOs. Two new Health Maintenance Organizations, alternatives to traditional medical insurance, are sprouting just off 128 in Peabody.

According to Ed Marakovitz of the North Shore Health Planning Council, HMOs are expected to

Continued on Page 16

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Still more changes coming in health care

Continued from Page 14

enroll as many as 85,000 people in the area during the next several years.

Among other things, they tend to reduce the number of days people stay in the hospital by 30 to 40 percent. And this in a region that already has 200 to 300 more hospital beds than it needs.

The shift in health care services may have begun, some say, with the so-called cost containment legislation of 1982, which set limits on what hospitals could collect for a particular service, thus giving them a clear incentive to cut costs.

Whatever the reason, the traditional health-care triangle that included the personal physician, the insurance company and the hospital is rapidly going the way of the house call.

And for the North Shore, that is likely to mean that one or more of the smaller, community-based hospitals will either close or be put to a different use during the coming decade.

The signals include:

- **Increased competition among hospitals.** As Marakovitz puts it, "A few years ago we (North Shore Health Planning Council) were public enemy number one because of our regulatory

power. Now I think public enemy number one is just as likely to be the hospital down the street or in the next town."

Or take this paragraph from the AtlantiCare annual report, commenting on the cost containment legislation: "Many hospitals will be unable to compete under these increasingly challenging conditions. Some estimates indicate one of every seven hospitals in the country will close by 1990."

- **Increased competition against hospitals.** The most visible example of this is the walk-in center, including Med-1 in Salem and one operated by AtlantiCare in Danvers. They are an alternative to the personal physician or the hospital emergency room, although they do not provide emergency care.

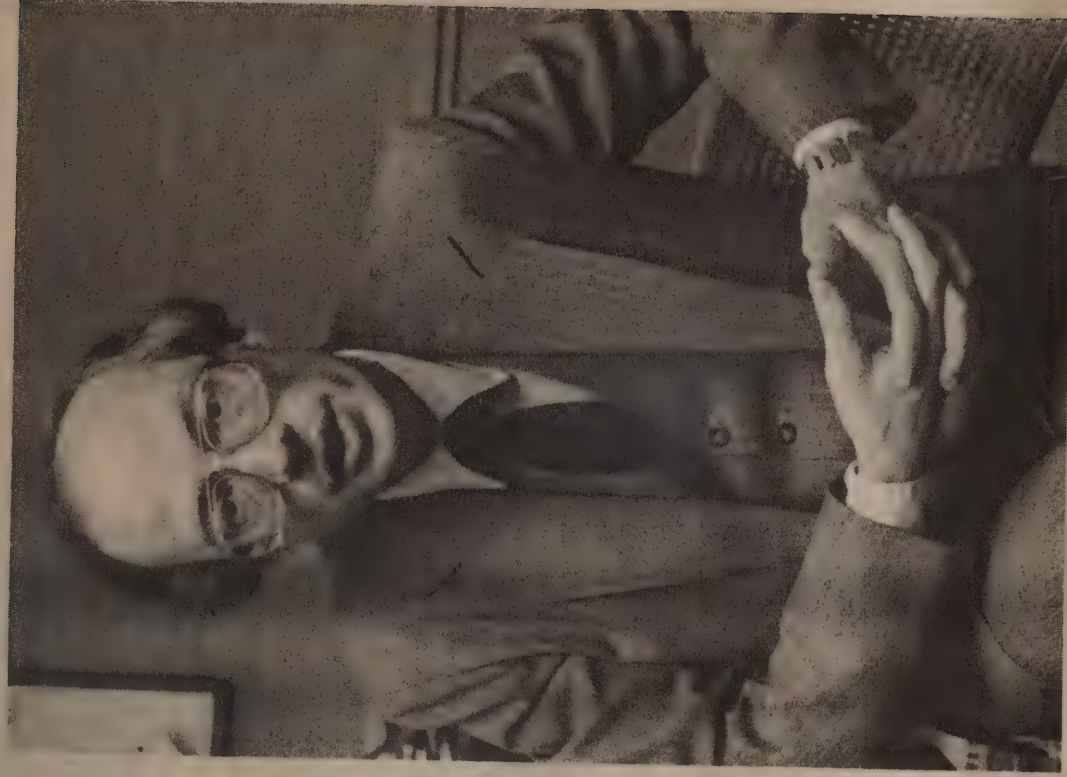
A second example are the surgical centers, which can perform routine operations with much lower overhead than the standard hospital.

- **HMOs.** Health Maintenance Organizations make their money by cutting the cost of treating patients. Generally that means fewer admissions to the hospital and fewer days in once the patient gets there.

A study in Worcester recently showed a 40 percent drop in the hospitalization of elderly Medicare recipients who were handled by an HMO.

Since the elderly amount to 40 to 50 percent of all hospital bed use, "You're talking big bucks," according to Salem Hospital President Michael Geaney.

- **The price of technology.** Sophisticated medical equipment is so expensive to purchase and to run, that even some of the larger



PUBLIC ENEMY NO. 1 is no longer North Shore health planner Ed Marakovitz. Now, Marakovitz thinks, "it's just as likely to be the hospital down the street."

It is also known that the most efficient way to cut beds is to close entire institutions, since if 10 or 20 beds are cut from every hospital, "it really has no impact

their building for day surgery. Hunt has a surgi-center on the close entire institutions, since if 10 or 20 beds are cut from every hospital, "it really has no impact

Beverly is also welcoming the invasion of the HMO with open

THOMSON'S

VEGGIES

Years of experience has taught us that about now, many people are looking for sturdy vegetable plants to set out in their gardens. Some folks were busy with graduations and weddings — others found the weather too unpredictable.

Bob Thomson



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area hospitals cannot afford to own some of it on their own.

In addition, the North Shore Health Planning Council, which regulates such large purchases, will not allow several of them in one region. It would amount to unnecessary duplication of services and drive up the cost of care.

Therefore, the only way a small institution can get access to something like a CT scanner is by hooking up with a larger one.

• **Regulation.** While it may not be public enemy number one, the Health Planning Council is not exactly a friend to smaller hospitals already engaged in cutthroat competition with the big guys.

First, it is known by everybody in the business that the North Shore has too many hospitals and too many beds. "In the 27 communities we cover, there are 14 hospitals. You really only need four or five," says the Planning Council's Marakovitz.



THE GOOD THING about all the competition, says Salem Hospital President Michael Geaney, is that "it may drive Salem Hospital and others to do what they should have been doing all along."

on costs," says Marakovitz. Marakovitz and Assistant Director Al Smith are not likely to become much more popular later this year. By December, the two are to compile a report for the council containing recommendations on which area hospitals should close or merge with others.

While the two are not about to discuss specifics, "we really don't have to predict," Marakovitz says, "because the national trend is for smaller hospitals to close or be annexed to larger institutions."

On the North Shore, the smallest by far is Mary Alley of Marblehead, with 35 beds. Next is J.B. Thomas in Peabody with 99, third is Hunt with 138 and fourth is Addison-Gilbert in Gloucester with 142.

The rest, including Beverly, Salem, Lynn and Union are all over 200.

Hospitals are reacting in various ways to these new pressures.

Some have already moved to get into the walk-in center game. AtlanticCare is up and running on Route 114 in Danvers, and Hunt now has an application pending for a walk-in at the Liberty Tree Mall.

Others, like Salem, are cutting the rates and promoting their own emergency rooms. Geaney acknowledges those moves are designed to compete with Med-1, but says the hospital also wants to let people know that "Emergency Room" has always been a misnomer, since only 20 percent of the patients seen at an ER have real emergency needs.

Hospitals are also trying not to let day surgery slip from their grasp. Beverly Hospital's is one of three applications for a surgical center on the North Shore. Other institutions, such as Salem, have already set aside a portion of

doors. The Harvard Community Health Plan, which just cut the ribbon to start business in Peabody a week ago, has contracted to send most patients who need hospital care to Beverly.

Most area hospitals have realized they have to play the competition game.

Room rates can be very misleading, according to hospital officials and planners. However, since present law allows hospitals to spread their costs any way they wish, and room rates are one of the most visible costs, they tend to be used for Public relations.

Hence, when Beverly cut its rates, Hunt soon followed. After all, who cares if you cut the price for aspirin or laundry service?

The same is true of emergency room rates. Salem's Geaney says the ability to adjust prices for various services, as long as the bottom line remains the same, allows the hospital's ER to compete with the walk-in center.

The good thing about this kind of competition, Geaney says, is that, "It may drive Salem Hospital and others to do what they should have been doing all along."

Emergency rooms, he says, have charged too much and at times forced people to wait — "which has sent them down the street," now that walk-in centers have arrived.

However, Geaney contends the "doc in the box" at the walk-in center is not necessarily a net benefit. "Let's say it does take business away from the emergency room," he says. "You're not going to see emergency rooms close, so all you're doing is driving up the cost to operate them, since they are not doing as much business."

There are other negatives to the new competitive atmosphere, largely brought on by what AtlanticCare's Mulhill calls the

7.16.84

Beverly Hospital critiques response to emergencies

By VIRGINIA LOWRY
Times staff

BEVERLY — Less than an hour after word of the fatal July 4 blaze at the Elliott Chambers rooming house reached Beverly Hospital, Dr. Chandrakant Patel called for a Plan D, Stage One alert.

The order by Patel, the emergency service physician on duty at the hospital during the early-morning hours of the holiday, set in motion a disaster plan to cope with the emergency.

Response by hospital personnel

and others involved in the emergency was rated "excellent," during a post-disaster review last week, according to Andrea Hunter, vice president of administrative services at Beverly Hospital.

Members of the hospital's Disaster Committee, chaired by emergency services chief Dr. Sharad Chitre, met last week to critique disaster plans in effect for both the Elliott Chambers fire and the major May 10 blaze in Peabody that destroyed a tannery building and sent hundreds of people to North Shore hospitals for treatment of smoke inhalation.

Because Beverly Hospital's involvement in the Peabody fire was less substantial, the focus of last week's meeting was the rooming house fire, according to Ms. Hunter.

Following disasters on the scale of the Peabody and Beverly fires, as well as the fatal 1981 Pride's Crossing train wreck, the hospital disaster plan has been critiqued. Each session has resulted in refinement of medical plans for large-scale emergency situations.

Hospital, page A6

• Hospital critiques response

Continued from page 1

For the Elliott Chambers fire, especially, "the overall assessment, as far as the hospital was concerned, was that we felt that all of the staff performed admirably," Ms. Hunter said. "The appropriate people responded. Because of the hour, a number of them were at home and were called here from home."

Ms. Hunter and assistant community relations director Grayce Kushmerek said the Disaster Committee is a permanent part of the hospital's overall operation. It includes physicians, nursing staff and representatives of the administration, as well as ancillary personnel who are involved in triage (the sorting of disaster victims according to priority) and treatment of patients.

One of the non-hospital personnel directly

responsible for triage at the fire scene is Civil Defense Director Mark Foster, a member of the committee. Foster determined which of the injured should be taken to each area medical facility.

"Beverly Hospital got eight casualties," said Ms. Kushmerek. "Five were treated and released, one was admitted, one was transferred to Boston and one was dead on arrival."

Chitre also went to the fire scene, after the emergency situation at the hospital had passed the crisis point, she said.

Ms. Hunter gave special credit to the hospital's switchboard operators, who telephoned those on an emergency list, and were able to reach 20 of 22 staffers.

"Our switchboard operators responded very well by calling all of the appropriate people, and they responded and came into

the hospital," she said.

"In particular," Ms. Hunter said, "community relations staff did a great job, dealing with family questions from the press. We had numerous calls to determine whether people were in the building and hospital."

Ms. Hunter and Ms. Kushmerek praised Tina Ketchop, community relations staff for both anxious relatives across the country.

"I called Tina at a certain time and asked her if she was in the hospital," said Ms. Kushmerek. "She was there until everything under control, leaving the hospital before we left."

IPS. CHRONICLE 7.19.84

Hospital clinic coming to Rowley; work set to begin on office space

Beverly Hospital plans to begin renovations of the Kasabian house on Town Common this week, in hopes of bringing to Rowley by Labor Day four to five doctors now working at Cable Emergency Center in Ipswich.

The doctors working at the large blue house, at 89 Main St., will include a group of family physicians and doctors of internal medicine, according to Jack Good, director of development and community relations for the hospital. The doctors are expected to cover such areas as family health care, internal medicine and pediatrics.

Rowley residents often visit some of the same doctors, now at Cable, and this move should save them the trip to Ipswich, Good said.

Although details remain incomplete, at least four doctors told Good they are definitely interested in sharing the offices, since Rowley offers considerable growth potential.

The group plans no drastic renovation of the house, except to subdivide the downstairs for office spaces.

SALEM NEWS 7.23.84

Dr. Shelkrot heads medical staff

BEVERLY — Dr. Joel W. Shelkrot has been elected president of the Beverly Hospital medical staff. His term will extend to June 30, 1985.

Also elected officers are: Dr. Herbert W. Bistrong, vice president; Randolph D. Maloney, secretary-treasurer.

Elected to serve one year terms as department chiefs were: Dr. Russell J. Rowell,

anesthesia; Dr. Sharad Chitre, emergency-outpatient services; Dr. David M. Jewett, family practice; Dr. James H. Clifford, medicine; Dr. Henry J. Ramini, obstetrics-gynecology; Dr. Humphrey E.D. Lloyd, pathology; Dr. Gilbert A. Norwood, pediatrics; Dr. Woodrow W. Havens, psychiatry; Dr. William J. Otto, radiology, and Dr. Mayo Johnson, surgery.

Dr. Carl A. Soderland was elected director of medical education; Dr. Donna R. Barnard, director of quality assurance; Dr. Estill L. Caudill and Dr. Stephen R. LoVerme, members-at-large to the medical staff executive committee; Dr. Walter B. Clayton and Dr. Michael A. Edwards, members-at-large to the Beverly Hospital Board of Trustees.

H-W CHRONICLE 7.25.84

Doctors elected to hospital board

The Beverly Hospital Medical staff recently held its annual election of officers and department chiefs to serve from July 1, 1984, to June 30, 1985.

Three local residents were elected.

Dr. Sharad Chitre of Bay Road, Hamilton, was elected chief of emergency/outpatient services. Dr. Walter B. Clayton of Chestnut Street, Hamilton, and Michael A. Edwards of Hamilton Avenue, Hamilton, were elected members-at-large to the Beverly Hospital Board of Trustees.

Scholarship TIMES 7.24.84

Karen Wilkinson of Topsfield is the recipient of the 1984 Beverly Hospital medical staff scholarship.

A June graduate of Masconomet Regional High School, Miss Wilkinson will enter Washington University this fall to study physical therapy.

While at Masconomet Miss Wilkinson was active in numerous academic and extracurricular programs, including band and chorus, math team and French club. She participated in the All State Chorus, Continental Math League and French exchange program.

She was inducted into the National Honor Society in her junior year and was a National Merit semi-finalist.

Karen is the daughter of Mr. and Mrs. Charles K. Wilkinson Jr.

Beverly

Health plan program

BEVERLY — The staff at Harvard Community Health Plan's Peabody center and the staff at Beverly Hospital met recently for an informal orientation and reception.

According to hospital spokesman Grayce Kushmerek, the joint effort signalled the beginning of an affiliation agreement between the two organizations for provision of inpatient and emergency services to

clients of Harvard Community Health's new facility.

Robert R. Fanning Jr., president of Beverly Hospital, welcomed physicians, management and staff from the hospital and the Peabody center. He recounted the hospital's history on the North Shore in establishing comprehensive patient care services and new technology.

Since 1888 Beverly Hospital has maintained a tradition of ex-

cellence in providing specialized services and technologically advanced equipment for which North Shore residents previously had to travel to Boston, Fanning said.

He added that more recently the Beverly Hospital has continued to develop specialized regional services such as the North Shore Regional Kidney Dialysis Center in 1969, the Cable Emergency Service in 1979 and the North Shore Birth

willing to attempt to reach the agreement. Unfortunately, the

Goings on

Hospital newsletter available

ESSEX — Beverly Hospital's newsletter, "Living Right Along," is an informational brochure for senior citizens, distributed monthly through the area councils on aging. The brochure is available at the post office on Martin Street, at the TOHP Burnham Library and at the community building at Chebacco Terrace.

The newsletter presents general information about health issues to senior citizens and people of all ages. This month's main topic is diabetes, and the newsletter covers the disease itself, and the importance of early detection.

There is also a section where questions from local people and replies are printed. Questions are welcome for this section, and should be directed to Judy Ward, editor of the brochure, at the Volunteer Office, Beverly Hospital, Beverly, Ma., 01915.

THE SALEM, MASS., EVENING NEWS — TUESDAY, JULY 31, 1984 8

J.B. Thomas is selected

Blue Cross includes hospital in program

By CLINTON WILDER
News Staff

PEABODY — Taking a different tack from its neighboring and competing health maintenance organization in Peabody, Blue Cross/Blue Shield will send some of its subscribers requiring inpatient care to Peabody's municipal hospital.

Blue Cross has signed an affiliation contract with J.B. Thomas Hospital as well as Salem, Beverly, Lynn and Union Hospitals. Unlike the neighboring Harvard Community Health Plan that opened July 1, Blue Cross decided to affiliate with several North Shore hospitals rather than forge a primary affiliation with just one. Since Harvard Health will send almost all of its patients requiring hospitalization to Beverly Hospital, J.B. Thomas officials hailed Blue Cross's decision.

"When we knew they would affiliate with more than one, we knew we had a chance," said J.B. Thomas spokeswoman Pat Collins. "Harvard Health was looking for one full-service

hospital, and we knew we wouldn't be considered because we do not offer pediatrics and maternity care."

"The best thing about it is that the Blue Cross HMO subscribers won't be forced to go to a strange hospital," said J.B. Thomas President Sheldon Aronson. "That's a nice way to operate, both for J.B. Thomas and the other hospitals."

The Blue Cross HMO, like Harvard Health located near the Northshore Shopping Center, is targeted to open Jan. 1, 1985. Blue Cross Vice-President for HMO Development Jake Getson predicts the Peabody HMO, called Medical East, will serve 35,000 North Shore subscribers within three years.

Getson said Blue Cross chose several affiliations partially because the HMO's physicians have staff privileges at those hospitals. "The North Shore is a wide service area and we want to provide a broad coverage where our doctors have affiliation," he said. "It's more efficient, administratively, to have

just one primary affiliation. But to provide adequate coverage on the North Shore, I believe you need more than one."

Collins said the HMO affiliation should at least maintain the hospital's current business and hopefully will increase it. "If you're not affiliated, you can lose that patient load," she said. "If John Doe from Peabody had always used J.B. Thomas, but joined the HMO that was not affiliated, we would lose him as a patient."

Aronson said the Blue Cross choice speaks well for J.B. Thomas as the only municipal hospital selected. "We've kept up with the state of the art for what we offer and our level of care is equal to the others, at competitive rates," Aronson said. "To be truthful, the Blue Cross medical director was quite impressed with the facility we have here."

Harvard Health, in addition to its primary affiliation with Beverly, will send subscribers to Salem and Union Hospitals for specialized care.

BOSTON GLOBE - AUGUST 1984

Boston city hospital doctor goes on house call to Nigeria

By Fannie Weinstein
Contributing Reporter

A Boston City Hospital doctor will make "a rather dramatic house call" today when she flies 6000 miles to Nigeria with a 19-year-old leukemia patient to determine whether any members of the woman's family are compatible bone marrow donors.

Barbara Bjornson, a cell biologist with the hospital's oncology and hematology section, said yesterday she will fly with the patient and the patient's husband to New York this morning. They will then take a 9½-hour flight to Lagos, the Nigerian capital.

The cost of the three round-trip tickets from New York to Lagos, about \$4900, is being covered by Nigeria Airways. "It is a very compassionate case," said Ibrahim Bala, general manager for the airline.

The patient, whose name is not being released, came to this country about a year ago, said Bjornson. Her husband, 33, is a graduate student attending Boston University's School of Medicine,

where Bjornson is an assistant professor. He is attending the medical school under the sponsorship of the Nigerian government. The couple also has a 2-year-old daughter.

Alfred Tauber, chief of oncology and hematology at Boston City Hospital, described Bjornson's trip as "a rather dramatic example of a house call."

"It's obvious that it's a good-will measure but it's also very medically important to ascertain how suitable [the patient's family] might be for a transplant operation," he said.

Bjornson said she will travel with the couple from Lagos to a teaching hospital in Ibadan, where she will have access to the laboratory facilities. She also will give a lecture on advancements in leukemia research at the hospital's medical school as well as at a University hospital in Lagos.

She said the woman, who has been ill since arriving in this country, has been undergoing treatment at the hospital since November. Following chemothera-



DR. BARBARA BJORNSON
Testing for marrow transplant

py treatments, the leukemia went into remission, but recurred again this spring.

Bjornson said she decided to try to arrange the trip at the end of June after she had difficulty obtaining blood samples from potential donors in Nigeria. The first set of samples became "too old to be handled" after getting caught up in customs and the second set was mislabeled, she said.

BONE MARROW, Page 20

Boston doctor goes on house call to Nigeria

BONE MARROW

Continued from Page 19

"At that point," Bjornson said, "I decided the only way to get it done properly was to go over there myself."

"I wrote a letter [to Nigerian Airways] and the next thing I knew I got a call from their business manager in New York. He said it was possible, but I'd have to wait for the approval from Lagos."

Bjornson said preliminary

tests have shown that a family member is a compatible donor, but further testing will have to be conducted.

"Bone marrow transplants are a big expense and undertaking and you want to make sure you have the right donor if you're going to be flying this person over," she said. If a donor is found, the airlines has agreed to fly him or her to the United States then back to Nigeria, after the transplant is completed, Bjornson added.

Ips. CHRONICLE
8.2.84

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Briefly

News 8.2.84

Hospital elections

BEVERLY — Frederick Kaunders, chairman of the Beverly Hospital Board of Trustees and Robert R. Fanning, Jr., president of the hospital, were recently elected to positions with the Massachusetts Hospital Association.

Kaunders was elected to a three-year term on the Trustees Advisory Council. The council members advise the Hospital Association on the educational

needs of hospital trustees including legal issues, financial management, contract negotiation and legislation.

Fanning was elected to the association's executive committee for a term of one year. The committee is responsible for making recommendations on industry-wide issues to the Board of Trustees of the Massachusetts Hospital Association.

Plevery Times
8/9/84

Physician arrested on drug charge

By VIRGINIA LOWRY
Times staff

HAMILTON — A 41-year-old pediatrician and former world-class figure-skating competitor, was arrested yesterday and charged with fraudulently obtaining drugs at a pharmacy in Hamilton.

Dr. Juanita Lamar of 180 High St., Topsfield, who has practiced medicine on the North Shore for several years, surrendered yesterday to Trooper John J. Curtin at Hamilton Police Headquarters, according to Chief Robert Poole. Poole said the physician is also known as Judy Lamar.

Lamar was arraigned in Salem District Court yesterday before Chief Justice Samuel Zoll and pleaded innocent to five counts of using fraud to obtain controlled substances. Zoll ordered her case continued to Sept. 12 for a pre-trial hearing, according to Poole. She was released on personal recognizance.

"I really don't want to comment," Lamar said this morning from her home. "Nothing has been proven yet."



Juanita Lamar

Lamar said, however, she will continue her medical practice while the criminal action against her is pending.

Poole, who assisted in the state police investigation with Patrolman Walter Cullen, said the charges involved "several thousand pills," including a large amount of the drug Ritalin.

Physician, page A14

Salem News
8/9/84

Unlicensed physician arrested

By TIM SULLIVAN
News Staff

HAMILTON — State and town police combined Wednesday to arrest a Topsfield woman on charges of impersonating a doctor as an apparent ruse to obtain drugs.

The woman arrested was identified as Juanita Lamar, 41, of 180 High St., Topsfield, who has lived in Hamilton and did business with a local pharmacy, according to Police Chief Robert Poole.

**A Beverly Hospital
ARREST**

(Continued on Page 10)



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News hosts Chamber breakfast

SALEM — The next Salem Chamber of Commerce breakfast meeting will be held Aug. 15 at 8 a.m. in the outside eating area at Victoria Station on Pickering Wharf, and plans are complete for two cocktail parties on the "Spirit of Massachusetts".

Executive Director Joan P. Gormalley said the host for the breakfast will be The Salem Evening News. Reservations should be made, and she asks those planning on attending to call the chamber office as soon as possible.

The chamber is also sponsoring two cocktail parties aboard the Spirit of Massachusetts during the ship's Aug. 14-15 visit to the city. The parties will be held from 6 to 8 p.m. on both days and reservations should be made immediately.

The Spirit of Massachusetts will leave for Gloucester at 2:15 p.m. Aug. 16. Public viewings will be allowed from 10 a.m. to 4 p.m. Aug. 15 and from 9 a.m. until noon Aug. 16.

Hearing Loss Is Not A Sign Of Old Age.

Chicago, Ill.—A free offer of special interest to those who hear but do not understand words has been announced by Beltone. A non-operating model of the smallest hearing aid Beltone has ever developed will be given absolutely free to anyone requesting it.

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These models are free, so we suggest you write for yours now. Again, there is no cost, and certainly no obligation. Although a hearing aid may not help everyone, more and more people with hearing losses are being helped. For your free sample write today to: Department 59476, Beltone Electronics Corporation, 4201 West Victoria Street, Chicago, IL 60646.

Pediatrician held on drug charges is suspended

By JO STEWART LENNOX
and TIM SULLIVAN
News Staff

HAMILTON — Juanita "Judy" Lamar, the Topsfield pediatrician arrested this week on drug charges, has been suspended from the staff of the AtlantiCare Walk-In Medical Center in Danvers, pending the outcome of her Sept. 12 jury trial.

In the meantime, Lamar, 41, a member of the 1960 Olympic figure skating team, remains free on personal recognizance.

The case against her includes allegations she has continued to

practice medicine without a license, fraudulently obtained drugs in the names of former patients and illegally possessed Class C drugs, ratolin, with intent to distribute. The drug ratolin is commonly used to treat hyperactivity in children. Taken by adults, it would have effects similar to "speed."

No new developments have been made public in the case which sources indicate may involve several other persons and at least one North Shore pharmacy.

Hamilton Police Chief Robert Poole declined comment on the

sources' information and deferred to John J. Curtin, the State Police investigator who began working on the case earlier this year. Curtin could not be reached for comment.

Poole said the trail of clues in the case led Curtin to Hamilton, where Lamar once lived and apparently did business with a pharmacy he would not identify.

Curtin could not be reached for comment on the case which has puzzled officials, people who worked with Lamar and others who knew her.

Most unclear is the reason

why Lamar is no longer licensed as a physician, a fact state Bureau of Registry officials confirmed Thursday. The records show she was a doctor, receiving license number 33189 in 1971.

According to information from the office of District Attorney Kevin M. Burke, Lamar has been unlicensed since Jan. 15.

John Good, public relations director at Beverly Hospital, said her credentials were in good order when she was hired as a member of the hospital's pediatric staff two years ago.

The credentials were also believed to be in proper order through her departure on a leave of absence last June, Good said, adding that she was a quiet type, kept to herself and he knew little of her but knew she enjoyed a good professional reputation.

Jane Sakovitz-Dale, a spokeswoman at AtlantiCare where Lamar worked until the time of her arrest, said she was employed by Emergency Care Inc., the group of physicians serving as staff for the walk-in center.

When hired approximately

nine months ago, Lamar's credentials were checked again and she "had all the appropriate licensure," Sakovitz-Dale said.

After word of the arrest reached the center, Lamar was suspended from practice and will remain inactive "until this is cleared up," Sakovitz-Dale said.

The issue of her acting as a doctor while not properly licensed, could be something as simple as a failure to renew the license on time, the spokesman said.

SALEM — Narcotics complaints against a Salem couple were continued to Sept. 13 for pre-trial conference by Judge David T. Doyle in district court Thursday.

Althea Monaco, 19, and Paul Gordon, 23, both of 117 Lafayette St., are charged with possession of a Class D substance. They were arrested on Central Street, Salem, across the street from police headquarters, Wednesday morning, when they allegedly were observed smoking a marijuana cigarette.

□ Richard Robinson, 20, of 162 Summer St., Danvers, was given a suspended sentence of six months in the house of correction, with probation for one year and an order to pay \$25 to the victim witness fund, after he

had been found guilty of breaking and entering in the night time. Robinson was charged with a Danvers house break.

□ A Sept. 13 pre-trial conference also was set for John Sheehan, 25, of 263 Lowell St., Peabody, facing complaints alleging operation of a motor vehicle while under the influence of alcohol, refusing to give his name and address to a police officer, malicious destruction of property and violation of marked lanes. He was released on personal recognizance.

□ Charges alleging operation of an unregistered motor vehicle, having no driver's license in his possession and receiving stolen property against Ray-

mond A. Robichaud, 34, of 298½ River St., Waltham, were continued to Sept. 18, when there is to be a pre-trial conference.

□ Charles Morris, 19, of 16 Winter St., Salem, will get a pre-trial conference Sept. 22 on complaints alleging possession of Class C and Class D substances with intent to distribute.

□ A Sept. 25 trial date was set for Daniel J. Fleury, 24, of 107 Curwen Circle, Lynn, also known as James Brown, who is charged with breaking and entering in the night time with intent to commit a felony and possession of burglar tools.

□ Complaints alleging he made threats and annoying telephone calls against Kenneth L. O'Keefe, no age available, 42 Johnson Road, Arlington, were

continued to Sept. 21, when there is to be a pre-trial conference.

□ Robert Player, no age available, 173 Lafayette St., Salem, was declared in default after he failed to appear in court to respond to complaints alleging a third offense of operation of a motor vehicle while under the influence of alcohol, larceny over \$100 and larceny by false pretenses.

Also declared in default when he failed to show up in court was Robert W. Osgood, 27, of 15 River Drive, Danvers, charged with operating a motor vehicle while under the influence of alcohol, operating a motor vehicle after suspension of his driver's license and violation of marked lanes.

Hospital Aug. 8, Mrs. Anna C. Burgess, age 81, of 27 Charter St., Salem, widow of John F. Burgess and daughter of the late Louis and Rosalie (Imbeault) Aylwin. Funeral Saturday at 8 a.m. from the Levesque Funeral Home, 163 Lafayette St., Salem, followed by Her Mass of Christian Burial in St. Joseph's Church, Salem, at 9 a.m. Visiting hours this evening from 7 to 9. Burial in St. Mary's Cemetery, Salem.

FINNEGAN - In Danvers, Aug. 10, Arthur R. Finnegan, of 93 Lynnway, Lynn, husband of the late Alice (Barnes) Finnegan, and son of the

(Johnson) Love. Funeral from the Eustis and Cornell Funeral Home, 142 Elm St., Marblehead, Saturday at 9 a.m., followed by a funeral Mass in Our Lady Star of the Sea Church at 10. Relatives and friends invited. Visiting hours at the funeral home today from 3 to 5 and 7 to 9 p.m. Burial in Hamilton Cemetery, Hamilton.

McCLORY — Of Mesa, Arizona, Aug. 9, Mrs. Catherine (Kitty) (McCaughy) McClory, formerly of Lynnfield and Lynn, age 80. Wife of the late William T. McClory. Funeral from the Cuffe-McGinn Funeral

Relatives and friends are invited to attend. Visiting hours at the Campbell Funeral Home, 525 Cabot St., Beverly, Friday from 2 to 4 and 7 to 9 p.m. Burial in St. Mary's Cemetery, Beverly.

TROTTIER — Of Lynn, Aug. 9, Henri E., 604 Essex St., Lynn, age 82, husband of Virginia (May) Trotter. Funeral from the Cuffe-McGinn Funeral Home, 157 Maple St., Lynn, Monday at 8 a.m. followed by a funeral Mass in St. Mary's Church at 9 a.m. Relatives and friends respectfully invited to attend. Friends may call Sunday 2 to 4 and 7 to 9 p.m.

Ham. Hn. - Water Chronicle
8/16/84

Local physician arrested

A pre-trial hearing will be held Sept. 12 in the case of Juanita ("Judy") Lamar of 180 High St., Topsfield, who was arrested by Hamilton and state police on Aug. 8 and charged with fraudulently obtaining drugs at the Hamilton Pharmacy.

Lamar pleaded innocent Aug. 8 in Salem District Court before Judge Samuel Zoll to five counts of using fraud to obtain controlled substances. She was released on personal recognizance.

It was alleged Lamar impersonated a doctor to obtain drugs.

She was suspended the next day from her duties as a doctor at an area health care center pending the outcome of the case.

Reports indicate Lamar was issued a license to practice medicine on May 27, 1971, but that license status is now X, indicating she is no longer licensed or allowed to obtain controlled substances.

A spokesman for the Board of Registration in Medicine said records indicate Lamar did not apply for renewal of her license in 1984.

Jane Sakovitz-Dale, director of publicity for AtlantiCare health center, said Friday Lamar was suspended Aug. 9 from her duties at the Danvers AtlantiCare health facility where she was employed by the physicians group, Emergency Health Care Inc. which staffs the center, "pending the outcome of the investigation."

According to Sakovitz-Dale, Lamar was hired in October 1983 and "at that time her credentials were valid and current, she had very good recommendations and references, and documentation that everything was valid and current."

Jack Good, public relations director of Beverly Hospital, also reported Lamar's credentials, submitted when she worked at that facility, were checked not only by the staff credentials committee, but also by hospital trustees. The documents included a confirmation from the state Board of Registration for Physicians, plus a valid state medical license, according to Good. She took a leave of absence

from Beverly Hospital in June 1983.

Thomas Drougas, owner-pharmacist at the Hamilton Pharmacy, initiated the investigation because of "some discrepancies in prescriptions" Lamar was filling. According to Drougas, some 2000 to 3000 Ritalin pills, an amphetamine or Class B substance commonly known as speed and considered acceptable therapy for hyperactive children, were obtained by Lamar over the period of almost a year, before Drougas became suspicious and contacted the drug investigation unit of the state police two weeks ago.

Drougas said Monday he was not allowed to be specific in describing what prompted his suspicions because court action is pending, just that the frequency of filling the prescriptions increased.

Trooper John Curtin, the state police investigator heading up the investigation, was not available for comment. As of Monday, no report of the case had been filed at the Norwell barracks headquarters of the state police drug investigation unit.

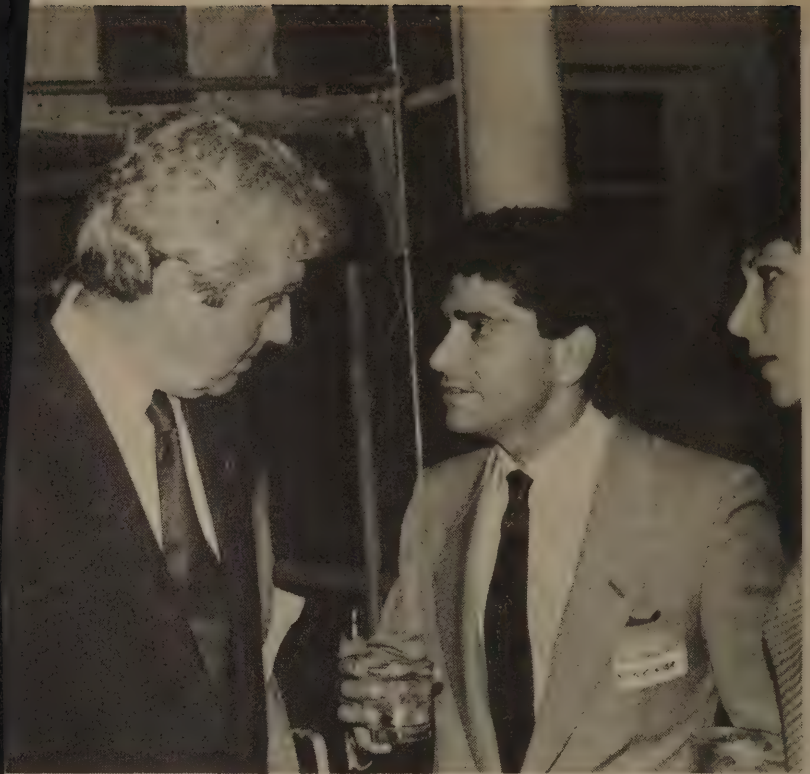
It was the state police drug unit investigation into Lamar's alleged actions at the Hamilton Pharmacy and her credentials that led to the discovery she is apparently not licensed by the state for 1984.

According to Drougas, if a doctor lets his or her license lapse, or if the license is taken away from a doctor, pharmacists are not notified.

Hamilton Inspector Walter Cullen said state police are checking circumstances under which Lamar obtained credentials in the first place.

Lamar, who moved to Topsfield in June 1983, is described by neighbors as a "very private person" who "doesn't visit or have coffee with anyone." The curtains of her home are usually drawn, she hires people to do her yard work, and one neighbor reports seeing her "only four times since she moved in, once in her yard, twice in the market and once on the street."

Lamar has not been available for comment.



— Charles Coles of County Commission O'Brien, second from left, as he talks politics with Richard Wise and Lana Beatty at last week's cocktail party held at the Myopia Hunt Club.

Commission hopeful John O'Brien at Myopia Hunt Club

leave prison, O'Brien proposes to work with prisoners while they are still in jail and make education part of their prison sentence. He also wants to enlarge a victim restitution project begun by Sheriff Charles Reardon, which brings prisoners out of the jails and into the community.

One example of the reform O'Brien advocates can be seen in the Lawrence Correctional Alternative Center, a half-way house for prisoners with 90 days or less left to their sentences.

O'Brien praised former Department of Youth Services Director

the reform schools in the state 14 years ago and sent the juvenile offenders to half-way houses. Since then, O'Brien said, juvenile crime has decreased 26 percent in the state, compared to California, which retains the archaic reform schools and suffers from a steady increase in juvenile crime.

Although not a Myopia member himself, O'Brien is no stranger to the area. He has operated O'Brien Ambulance Service for 34 years, until he turned over the reins three years ago to four of his six sons and both of his daughters.

Miller, who shut down all of

Official says doctor isn't licensed

Beverly Times - 8/10/84

By VIRGINIA LOWRY
Times staff

HAMILTON — Juanita Lamar, the Topsfield doctor arrested on drug charges Wednesday, hasn't had a license to practice medicine since the beginning of the year, according to a state licensing official.

"The records indicate that the physician Lamar did not apply for renewal for 1984," James Barrett said this morning.

Barrett, chief complaint counsel for the Board of Registration in Medicine, said he could not comment upon any aspects of the actual investigation because of statutory restrictions.

That investigation began about two weeks ago, when Hamilton pharmacist Thomas Drougas contacted state police drug investigators.

The Topsfield woman pleaded innocent Wednesday to five counts of fraudulently obtaining drugs. The charges chiefly involve prescriptions she allegedly wrote and had filled herself for Ritalin, a substance containing amphetamine.

Her case was continued to Sept. 12 in

Frequency of prescriptions started probe

By VIRGINIA LOWRY
Times staff

HAMILTON — The suspicions of pharmacist Tom Drougas led investigators to a Topsfield doctor who was charged Wednesday with using fraud to obtain drugs.

Drougas, who owns Hamilton Pharmacy, became wary about the prescriptions he was filling for Dr. Juanita Lamar when their frequency increased.

He estimates he filled prescriptions for 2,000 to 3,000 tablets for Lamar

"over a period of close to a year." The majority of those prescriptions were for Ritalin, an amphetamine also known as "speed."

Drougas' telephone call to state police launched an investigation into the physician's actions and credentials, leading to the arrest of Lamar, 41, of 180 High St., Topsfield, Wednesday on drug charges. She has denied charges of obtaining drugs fraudulently, and her case has been continued in court.

Because Ritalin is frequently prescribed for hyperactive children, Pharmacist, page A10

Salem District Court and she is free on personal recognizance.

The registration spokesman confirmed that Lamar was first licensed to practice medicine in Massachusetts in 1971. She has practiced at various locations on the North Shore, including in Beverly, leaving Beverly Hospital in mid-1983.

She later took a staff position at the AtlanticCare health center in Danvers.

According to Hamilton police Inspector Walter Cullen, state police are investigating Lamar's medical credentials, including the circumstances surrounding her original license application in 1971.

Doctor, page A10

"At that point, we figured something was being done improperly," he said.

The clincher, as far as Drougas was concerned, was a series of telephone calls to people whose names appeared on the suspect prescriptions.

"None of them had seen her," he said.

Drougas telephoned the state police Diversionary Investigation Unit, the team charged with drug investigations. Trooper John J. Curtin "showed up that very same morning," according to the pharmacist, and began the investigation that led to Wednesday's arrest.



Charles Coles of County Commission from left, as he talks politics with Richard Wise and Lana Beatty at last week's cocktail party held at the Myopia Hunt Club.

Commission hopeful John O'Brien at Myopia Hunt Club

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Doctor, page A10

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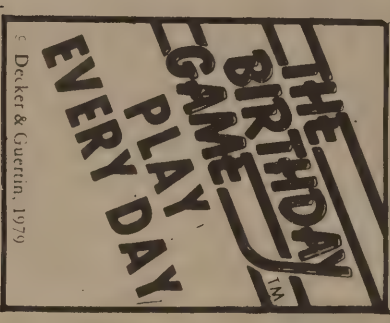


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WILBRAHAM (UPI)
William Meuse found a treasure buried in his back yard. Neighbors thought it might be a treasure.

But after two days of digging the 1,000-pound safe up with and prying it open, Meuse only found a broken glass bottle and an empty blue bottle.

"Oh well," Meuse said. "Someone suggested to put top and use it as a piggy bank. My wife could use it as a liquor cabinet." Meuse, 47, a retired mason, came across the safe while behind his 1 Nakomis Road home.



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THE BACK PAGE

• Doctor reported not licensed

Continued from page 1

According to Hamilton Chief Robert Poole, investigators have not as yet uncovered any evidence that Dr. Lamar is actively licensed in any other state or country.

The licensing procedure for Massachusetts physicians is a complex and detailed one, according to Julie Allen, another spokesperson for the Board of Registration, who said the procedure affords little opportunity for any impersonator to practice medicine in Massachusetts. Subsequent, yearly renewal of the license is a routine, mail-in procedure, she said.

Losing that license is another matter, however.

If a physician does not apply for renewal of a medical license, the Board of Registration issues no notification when the license expires.

When a license is forcibly withdrawn by state officials, Ms. Allen said that a battery of medical, governmental, and insurance companies, agencies and organizations are notified.

But that reporting system contains gaps. Holes in the procedure can allow an unlicensed person to continue writing prescriptions and obtaining drugs.

Among the dozen and a half associations, organizations and companies which are notified when the board takes away a medical license is the state Board of Registration in Pharmacy.

That board does not notify pharmacists themselves, however, according to one area pharmacist.

"No, never," he responded, when asked if he would have any way of knowing whether a physician had a license to practice medicine and prescribe drugs.

RECORD

State taxmen seize re

The state Department of Revenue yesterday seized two North Shore restaurants for nonpayment of meal and employee withholding taxes.

The restaurants, Beverly's Old Ferry-Way Tavern and Peabody's Honey Bee, remained closed this morning with bright red seizure notices plastered on their entrances.

The Old Ferry-Way Tavern, located at 22 Cabot St., was seized yesterday by the state Department of Revenue for non-payment of meal and employee withholding taxes.

"That's the money people pay when they eat there and the money they take from the employees' wages and the as-

A bright red seizure sign was plastered across the entrance of the tavern yesterday afternoon, after a state trooper and a locksmith received orders from the Revenue Department to close the establishment.

"It was as much of a surprise to me as to anyone else," said William Portelance, who owns the tavern with his brother Arthur.

Both Portelance and Durning refused to reveal the amount of taxes owed by the Ferry Way, although Durning said it was "a substantial amount."

Durning said property owners are notified "at great length" before the

recall being notified about the seizure. He also said the seizure had been made on when rest made.

"We're harsh about having to pay their taxes to put people out of business," Durning said. "Our hope is that it would be paid as promptly as possible. If there's any effort to do it, we'll sweat with them in time."

Since July 1 the state has seized properties across the state yesterday was the Honey Bee in Peabody.

The Department of I

• Pharmacist

Continued from page 1

Drougas said his suspicions were not immediately aroused.

"It's acceptable therapy," he explained.

The pharmacist said he knows Lamar and has dealt with her over a long period of time, filling prescriptions the Topsfield physician wrote.

"As far as I was concerned, she was legitimate," he said.

However, according to Drougas, Lamar wrote some prescriptions in names other than her own and went to the pharmacy herself to have them filled.

"That's perfectly legal," the pharmacist explained. "Up to that point, everything was perfectly legitimate. We checked."

Drougas could not recall just when his suspicions first began to surface, but he immediately began some more serious checking.

"When we first became suspicious, we called the Board of Pharmacy to check on some fine points," he recalled yesterday. Representatives of that state board, which licenses pharmacists, made some suggestions that Drougas would not specify.

"At that point, we figured something was being done improperly," he said.

The clincher, as far as Drougas was concerned, was a series of telephone calls to people whose names appeared on the suspect prescriptions.

"None of them had seen her," he said.

Drougas telephoned the state police Diversionary Investigation Unit, the team charged with drug investigations. Trooper John J. Curtin "showed up that very same morning," according to the pharmacist, and began the investigation that led to Wednesday's arrest.

THE TIMES
FRIDAY
AUGUST 10, 1984

POLICE

Beverly

BEVERLY — Police arrested a Lynn man yesterday afternoon, after an employee of a downtown bank recognized the man as a bad check suspect, whose photograph had been included in a bank security flyer. Patrolman Michael Grimes said Joseph L. St. Pierre, 66, of 7 Liberty Square, Lynn, was spotted at the Beverly Savings Bank, attempting to cash a \$250 check written and endorsed with the name of another man.

Investigation revealed the check was drawn on a closed account, according to Grimes, who charged St. Pierre with uttering a forged instrument. Grimes, Patrolmen Michael DiDonato and Leonard Small and Lt. John Cassola went to the bank from nearby police headquarters, when the bank employee telephoned to report her suspicions.

A wallet containing \$200 in cash and personal papers was reported stolen yesterday from the dental office of Dr. Olga Hayes at 332 Cabot St., according to Grimes.

Wenham

WENHAM — Sgt. Lawrence Kavanagh arrested Kevin M. Foskett, 24, of 4 Hill St., Peabody, last night on Route 1A and charged him with driving under the influence of alcohol and failure to have a license or registration in his possession.

Salem

SALEM — A Salem man was arrested and charged with driving under the influence of alcohol last night after police found him and his car inside the ballfield at Restaurant Row.

Police said they found Raymond Gendron, 58, of 24 Memorial Drive, staggerig around the field at 10:30

Tri-Town Transcript

Topsfield doctor relocating office

Kenneth L. Zinn M.D. has relocated his Topsfield office to the space formerly occupied by the Wooly Bear at 50 Main Street.

A board-certified specialist in internal medicine, Zinn will continue to maintain daily office hours on Monday, Tuesday and Thursday with evening hours on Tuesdays.

He has been practicing medicine in Topsfield for three years at his previous Summer Street location and also maintains an office at the Cable Professional Center in Ipswich.

Zinn is a graduate of Case Western Reserve University and received his medical degree in 1975 from Boston University School of Medicine. He completed internship and residency at St. Elizabeth's Hospital, Brighton.

In 1979, he relocated to Ipswich, where he also provides coverage at the Cable Emergency Service of Beverly Hospital. He is an active member of the Beverly Hospital Medical Staff.

Zinn sees adolescent and adult patients. Appointments may be scheduled by calling the Topsfield office at 887-8666 or the Ipswich office at 356-7090.

Bond soug

BEVERLY — Ledgewood Health Care Corporation has applied to the Industrial Development Finance Agency for a \$5 million industrial revenue bond.

Proceeds of the bond sale, if approved, would be used to construct a 122-bed nursing home "on the campus" of Beverly Hospital.

James R. McPherson, chairman of the Beverly IDFA, has scheduled a hearing on the application for Tuesday, Aug. 21,

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Child care

SALEM
EV. NEWS

BEVERLY — Child care training courses for boys and girls interested in becoming babysitters will be held Tuesday and Thursday, Aug. 7 and 8 at Beverly Hospital.

Participants must be 11 years old or more and preregistration along with parental approval is required.

Those interested should call the Beverly Hospital Volunteer Office at Beverly Hospital.

Space is limited to 15.

8/6/84

THE TIMES
MONDAY
AUGUST 6, 1984

HEALTH

Intestinal disease

By ANDREA ATKINS
Times staff

With the strides made recently in the medical profession, it is more common to hear of a disease that's being eradicated than to hear of one that's on the increase.

Yet recent medical research is showing a decided increase in the incidence of Crohn's Disease, a chronic ailment affecting the intestines, characterized by stomach problems.

"It's a relatively new disease and one which is becoming more common," said Dr. David Cave, a gastroenterologist connected with Boston University Medical Center.

The elusive disease, first documented in 1932, is usually diagnosed by process of elimination. Its symptoms usually include cramping abdominal pains, diarrhea, weight loss and fever. The discovery of a lump or a mass on the right side of the stomach is also common. When all other possibilities have been examined, Crohn's is usually diagnosed — although it can sometimes take years to figure it out.

"It can be a miserable disease," Cave said.

Dr. Madhukar Shah, a Beverly gastroenterologist, agreed the disease can be "devastating" in its most extreme states.

The small intestine, which is where the disease strikes, does most of the body's digestion. It is in the small intestine that nutrients are drawn from food and passed into the bloodstream.

According to Dr. Shah, Crohn's Disease impairs the intestine's ability to function, and victims lose weight, strength and eventually the ability to eat at all.

"The result may be malnutrition," Shah said, "which produces further injury to the intestines."

66

All we can do is treat the symptoms until we find out a cause and prevent it in society.

— Dr. Madhukar Shah, gastroenterologist

Crohn's may afflict a patient for days or a couple of weeks or

attacks. Although doctors can control symptoms with drugs and vitamins, they cannot prevent future flare-ups.

"Taking care of the nutrients is the key," Dr. Shah. "It makes the difference between living a normal life and not living a normal life. It can almost make a person feel no better, sometimes it helps the disease go into remission."

There is one drug — sulfasalazine — commonly prescribed for Crohn's, although its worth is debated in the medical profession, Shah said. He said it does seem to reduce the number of flare-ups, but the disease recurs.

According to Dr. Cave, a cause for the disease is not known. It is suspected that it is related to some environmental factor. That belief is based on the

Physicians named to staff

Time
8/17/84

BEVERLY — The Beverly Hospital Board of Trustees recently approved the appointment of several physicians to the hospital's medical staff.

Randall K. Cullen, M.D. was appointed to the associate staff with privileges in adult and child psychiatry. He is a graduate of Yale Medical School and completed fellowships in psychiatry at University Hospital, Case Western and Cambridge Hospital, Harvard University.

Anne Marie Pavlo, M.D. was appointed to the associate staff with privileges in psychiatry. She received her medical degree from Boston University School of Medicine.

Cullen and Pavlo have joined the staff of the Beverly Hospital inpatient psychiatric unit.

Richard I. Einhorn, M.D. was appointed to the associate staff with privileges in internal medicine and gastroenterology. He graduated from Tufts Medical School and is board certified in internal medicine.

Einhorn has joined the practice of The Medical Group, Beverly.

Robert D. Tufts, M.D. was appointed to the associate staff with

privileges in internal and pulmonary medicine. He received his degree from University of Massachusetts Medical School and is board certified in internal medicine.

Tufts will be associated with North Shore Comprehensive Care, Beverly.

Thomas M. Collins, M.D. was appointed to the associate staff with privileges in pediatrics and newborn care. He received his medical degree from State University of New York Upstate Medical Center, Syracuse and is board certified in pediatrics. Following pediatric residency at National Naval Medical Center, Bethesda, Md., Collins was a fellow in child development at Children's Hospital, Boston.

Louise L. Liang, M.D. was appointed to the associate staff with privileges in pediatrics and newborn care. She is a graduate of Georgetown University Medical School and is board certified in her specialty. She was an instructor in pediatrics at Harvard University Medical School.

Ronald R. Newman, M.D. was

appointed to the associate staff with privileges in internal medicine. He graduated from Harvard Medical School and served internship and residency at Beth Israel Hospital, Boston.

Jamie E. Redgrave, M.D. was appointed to the associate staff with privileges in internal medicine, endocrinology and hypertension. She received her medical degree from Case Western Reserve University and was an endocrinology/hypertension fellow at Brigham and Women's Hospital, Boston. She is a board certified in internal medicine.

Collins, Liang, Newman and Redgrave are also affiliated with the Harvard Community Health Plan's Peabody Center and maintain their offices at the Essex Center Drive facility, which opened July 1.

Lindsay A. Miller, R.N., was approved for appointment as a nurse/practitioner/physician assistant. Ms. Miller is also on the staff at the Peabody Center and provides after hours coverage for HCHP clients in the Beverly Hospital Emergency Department.

LOSE WEIGHT: A new session of the weight loss and exercise program will begin September 10 at the Beverly Hospital Nutrition and Fitness Center.

The eight-week program will meet twice weekly on Mondays and Wednesdays from 6-8 p.m.

The success of the program is due to personalized diet counseling for optimal weight loss and aerobic exercises for fitness and conditioning. Classes are designed to meet the individual needs and goals of each participant.

Courses are conducted by a professional staff including a registered dietitian, registered nurse and certified fitness instructor. Pre-registration and physician approval are required for participation.

Aerobic exercise classes without weight loss counseling are also available, beginning September 17.

Interested applicants may contact the Nutrition & Fitness Center staff at 922-3000 ext. 3438 for further information.

CHILD CARE COURSE: A child care training course will be held at the Beverly Hospital on Aug. 7 and 8 to assist boys and girls in becoming more knowledgeable in the care of infants and young children.

The course will take place from 1-4:30 p.m. both days in the hospital's lecture hall. Classes will include training in child care and development, diapering, feeding, ethics, home and personal safety.

Participants must be 11 years of age or older, and pre-registration is required. Parental approval is required on the application, along with the course fee of \$5.

Interested boys and girls should contact the Beverly Hospital Volunteer Office at 922-3000, ext. 2307. Space is limited to the first 15 applicants.

HOSPITAL PROGRAMS: The following programs are offered at Beverly Hospital:

Alzheimer's Support Group — Monthly sessions for family members of Alzheimer's patients, meets first Wednesday at 5 p.m. Social Service Conference Room. No charge. Call 922-3000, ext. 2710 for information.

Breast Self Examination: Monthly teaching pro-

gram for women on second Thursday, 7:30-9 p.m., Beverly Hospital Outpatient Department. No charge. Pre-register at 922-3000, ext. 2740.

Cardiopulmonary Resuscitation: Monthly course in Basic Rescuer CPR offered by Beverly Hospital. Evening classes, \$5 fee for course materials (\$3 for recertification). To register, call 922-3000, ext. 2480.

Hospital offers program for weight loss, exercise

The Beverly Hospital Nutrition and Fitness Center will begin a new session of the weight loss and exercise program on Sept. 10.

The eight-week program will meet Mondays and Wednesdays from 6 to 8 p.m.

The sessions feature personalized

diet counseling and aerobic exercises. Exercise classes without weight loss counseling are also available beginning Sept. 17.

Interested applicants may contact the Nutrition and Fitness Center staff at 922-3000, ext. 3438, for further information.

IPS. CHRONICLE 8.9.84

Hospital offers prenatal classes

Gloucester Times 8.10.84

ESSEX — The Beverly Hospital Maternity Unit will offer several prenatal education programs at the hospital this fall.

Early pregnancy classes for those in the first trimester will be held on Thursday, Sept. 13, Oct. 11, and Nov. 8, 7 to 9:30 p.m. Participants will learn about nutritional needs during pregnancy, preparation for breast feeding, and fetal growth and development.

Seven-week prenatal classes will begin tonight, Sept. 10, and continue on Sept. 12, Nov. 5 and Nov. 7, 7 to 9:30 p.m. These sessions provide intensive preparation for labor and delivery, breathing and relaxation techniques, and care of the newborn.

Cesarean birth classes will be held on Sept. 11 and Nov. 13, from 7 to 9 p.m.

Refresher classes for those who are not having their first child and have previously attended the prenatal course will be offered on Oct. 2, Nov. 6 and Dec. 4, 7 to 9:30 p.m. These classes offer retraining in breathing and relaxation techniques and preparation for labor and delivery.

Siblings classes are also offered to prepare young children for the arrival of the new baby. Sessions will be held on Sept. 20, Oct. 18, Nov. 15 and Dec. 20, 6 to 7 p.m.

Those wishing further information on the classes should call the Maternity Unit, 922-3000, extension 2200.

Doctors nurse practitioner appointed to hospital staff

*Aug. 13, 1984
Gloucester Times*

ESSEX — Eight physicians and a nurse practitioner have been appointed to the staff at Beverly Hospital by the hospital Board of Trustees.

Dr. Randall Cullen was appointed to the associate staff with privileges in adult and child psychiatry. He is a graduate of Yale Medical School, and completed fellowships in psychiatry at University Hospital, Case Western and Cambridge Hospital, and Harvard Hospital.

Dr. Anne Marie Pavlo was appointed to the associate staff with privileges in psychiatry. She received her medical degree from Boston University School of Medicine.

Cullen and Ms. Pavlo have joined the staff of the Beverly Hospital in-patient psychiatric staff.

Dr. Richard Einhorn was appointed to the associate staff with privileges in internal medicine and gastroenterology. He graduated from Tufts Medical School and is board-certified in internal medicine. Einhorn has joined the practice of The Medical Group of Beverly.

Dr. Robert Tufts was appointed to the associate staff with privileges in internal and pulmonary medicine. He received his degree from the University of Massachusetts Medical School and is board-certified in internal medicine. Dr. Tufts will be associated with North Shore Comprehensive Care, Beverly.

Dr. Thomas Collins was appointed to the associate staff with privileges in pediatrics and newborn care. He received his medical degree from SUNY Upstate Medical Center, Syracuse, N.Y. and is board-certified in pediatrics. Following pediatric residency at National Naval Medical Center, Bethesda, Md., Dr. Collins was a fellow in child development at Children's Hospital in Boston.

ESSEX

Dr. Louise Liang was appointed to the associate staff with privileges in pediatrics and newborn care. She is a graduate of Georgetown University Medical School and is board-certified in pediatrics. Ms. Liang was an instructor in pediatrics at Harvard University Medical School.

Dr. Ronald Newman was appointed to the associate staff with privileges in internal medicine. He graduated from Harvard Medical School and served an internship and residency at Beth Israel Hospital in Boston.

Dr. Jamie Redgrave was appointed to the associate staff with privileges in internal medicine, endocrinology and hypertension. She received her medical degree from Case Western Reserve University and was endocrinology-hypertension fellow at Brigham and Women's Hospital, Boston. Ms. Redgrave is board-certified in internal medicine.

Collins, Ms. Liang, Newman and Ms. Redgrave are also affiliated with the Harvard Community Health Plan's (HCHP) Peabody Center and maintain their offices at the Essex Center Drive facility which opened July 1.

Lindsay Miller was approved for appointment as a nurse-practitioner-physician assistant. Ms. Miller is also on the staff at the Peabody Center and provides after-hours coverage for HCHP clients in the Beverly Hospital Emergency Department.

Beverly

Beverly Hospital

Doctors appointed to staff

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Hospital's fitness center

New weight loss program

BEVERLY — A new session of the weight loss and exercise program will begin Sept. 10 at the Beverly Hospital Nutrition and Fitness Center.

The eight-week program will meet twice weekly on Mondays and Wednesdays from 6 to 8 p.m.

The success of the program is due to the combined benefits of personalized diet counseling for

optimal weight loss and aerobic exercise for fitness and conditioning. Classes are designed to meet the individual needs and goals of each participant.

Courses are conducted by skilled professional staff including a registered dietitian, registered nurse and certified fitness instructor.

Pre-registration and physi-

cian approval are required for participation.

Aerobic exercise classes without weight loss counseling are also available and will begin Sept. 17.

Interested applicants may contact the Nutrition and Fitness Center staff at the hospital for additional information.

LYNN POST — 8.19.84

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The North Shore Birth Center, according to director Fran Ventre, right, is a place for "normal, low-risk birth."

Miriam Zoll photos

BEV. TIMES 8.22.84

An alternative to hospital birth

Birth center not the answer for all, but popularity is increasing

By MIRIAM ZOLL
Times staff

Now four years old, the North Shore Birth Center at Beverly Hospital has grown from delivering 125 babies a year in 1980 to possibly 300 by the end of this year.

Women who use the birth center, which has served as a model for other centers in the state, appreciate the home-like setting as an alternative to the surgical atmosphere of the hospital.

But doctors and midwives who attend the new mothers agree it's not the perfect answer for every birth.

Medical complications and high-risk deliveries sometimes force a transfer to the hospital's maternity ward, despite the objections of women intent on having their babies in the birth center.

Certified nurse midwives run the center, which deals with women who are considered low-risk patients and whose medical history indicates they'll probably have uncomplicated deliveries. When a woman shows signs of having a high-risk delivery, she is transferred to the hospital, where more advanced medical technology and treatment are available.

There are about 50 symptoms classified under the high-risk category.

gory, including breech birth (baby is born buttocks-first instead of head-first), twins, the mother is older than average, abnormal fetal heart rate, and abnormal bleeding.

"We do not use drugs here because we feel it can harm the baby," said Fran Ventre, nurse midwife and director of the birth center. "We don't use forceps, pitocin (a drug used to induce labor and contract the uterus after birth), inductions or anything that requires careful monitoring of the baby and mother."

"We are talking about normal, low-risk birth," Ms. Ventre added. "We offer support and encourage-

ment, and when nature works the way it's supposed to work, we're here as guardians of normal birth."

There have been occasions when birth center clients are upset by their transfer to the hospital. In fact, one woman wanted so much to have her second child at the center she used an old-fashioned remedy to induce labor.

Helen Bray Garretson of Beverly drank castor oil to avoid a hospital transfer that would have been required if her pregnancy went beyond the 42-week "safe period."

Mrs. Garretson said she was determined to deliver in the birth center, page A9

Tel-Med: 'We get lots of calls'

By JO STEWART LENNOX
News Staff

IPSWICH — Evelyn MacIntyre keeps close track of the information people are seeking when they call the Tel-Med line at Cable Emergency Center where she works.

The program, started in March of 1983, allows people of all ages to make an anonymous phone call seeking educational information on more than 200 topics ranging from age spots to little league elbow and anything in between.

Once a call comes into the center and a topic is requested, a taped message is played for the caller. MacIntyre keeps logs on what topics people are most

interested in and passes that information on to Beverly Hospital officials, who use the information in their program planning.

Mary Bright, the clinical coordinator at Cable, which has been owned by Beverly Hospital for the past five years, says, "We've done very well with Tel-Med. We get lots of calls."

Running from noon to 8 p.m. daily, MacIntyre said she was averaging 989 calls per month last year, though that figure has now leveled off to about 500 per month.

A brochure available by calling or stopping by at Cable lists the topics by tape number so

callers need only say "number 52 please" to hear a tape on "Lice — pubic, head and body."

"Last year," MacIntyre said, "we got several calls for the tape on lice; one right after the other. I knew there was a problem somewhere and then I read about an outbreak of lice in the public schools in a surrounding community," she said.

Although she said she occasionally hears giggles in the background when a young voice requests a tape on a subject they might feel is risqué, MacIntyre said the majority are serious.

"We get a lot of young female voices asking to hear one of the tapes on pregnancy, and we get a lot of young male and female

voices asking for tapes on drugs," she said.

"You can also tell by the voice when someone is upset like when they ask for a tape 'So You Love an Alcoholic,'" she said.

MacIntyre and Bright both said they feel the tapes provide an invaluable service to the community.

"A lot of people just don't feel they can talk about some things to their doctors," Bright said. "This allows them to get some information anonymously and then decide where to go from there."

The numbers for Tel-Med are 356-7036 or 927-2653.

temperature may rise to 105 and a child may have soreness in the throat when eating. When such is the case, a topical anesthetic, such as lidocaine, a topical anesthetic, may be prescribed to relieve the pain.

The good news about herpangina is that a child who usually will not get it again because of immunity to it goes up and down, with most people posed to it at a very young age.

"I see a couple of cases a year," Dr. Taylor said, noting it is uncommon. Although it is common in its incubation period, it does not last long.

"Prudence would say your child has this because of the sore throat," he said.

Because of the sore throat, herpangina is often confused with viral herpes, which is very common and is often confused with the genital herpes, which is so much attention in the news.

If your child complains of a sore throat and has the symptoms described here, Dr. Taylor suggests you take him just as a precaution. No treatment can cure a doctor can diagnose your child is suffering from the syndrome caused by some other malaise.

TIMES 8.27.84

Herpangina: Child's illness is in season

By ANDREA ATKINS
Times staff

If your child is complaining of a sore throat, has lesions on the roof of her mouth and is running a high fever, she may have more than just strep throat.

She may have herpangina, a childhood disease that is common this time of year, according to Hamilton pediatrician Dr. Hugh Taylor.

"It affects mainly young children, although they could be up to 8 years of age," Dr. Taylor said. "Most commonly it affects children in the 2-to-5-year age range."

Herpangina is characterized by ulcers on the tonsils and soft palate ("the droopy part of the roof of the mouth," Dr. Taylor explained), a high fever, fatigue and headache. It is caused by a virus that exists in the air.

"We know it's caused by the coxsackie virus," said Dr. Taylor, noting the virus was named for the New York town in which it was discovered. "The same virus is responsible for other upper-airway infections."

There is no cure for the disease, which usually runs its course in about five or six days. The doctor said aspirin or Tylenol can be administered to relieve symptoms which range in severity from case to case.

"Some get a mild case and some get the full-blown picture," he said. With the "full-blown picture,"

News 8.29.84

Joan Mikula heads Community Council

BEVERLY — The Beverly Community Council has announced the following slate of officers for its 1984-85 season:

President Joan Mikula, Vice President Evan Page, Secretary Diane Flanders, Treasurer Mary Palmer, and board members Dorothy Blacklock, Esther Calish, Grace Kushmerek, Carolyn Standley, Sue Capodilupo, Bob DeCoste, Paul Lanzikos, Rev. George H. Carter Jr. and Robert Bradford.

The community council serves as a support group for all of the human service agencies in the greater Beverly area. It is a member agency of the United Way of the Central North Shore.

The new officers are circulating a questionnaire to members in an effort to make the year's meetings and format reflect their needs and concerns.

Members are asked to indicate preference for type of

program, whether speakers, agency presentations, state political officers, educational and training presentations, as well as time and place of meetings.

Additionally, the officers of the council have asked agencies which regularly send representatives to meetings to explain what motivates their attendance and participation, and those that do not participate regularly to explain what would persuade them to attend.

FIT-TRAIL CLOSED: The Beverly Hospital Fit-Trail is temporarily closed to accommodate the first phase of construction for the Ledgewood Nursing Care Center.

The exercise and fitness trail, which winds through a mile and a quarter of the hospital's property, will remain closed until mid-September while clearing of land takes

place for building of the 122-bed nursing home.

On re-opening of the Fit-Trail, six of the 20 exercise stations will be relocated.

Hospital officials said they regret any inconvenience caused to the numerous individuals and families who regularly utilize the Fit-Trail.

HAM-WES 8.30.84

Hospital's fitness trail in Beverly temporarily closed

The Beverly Hospital Fit-Trail is temporarily closed to accommodate the first phase of construction for the Ledgewood Nursing Care Center.

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On re-opening of the trail, six of the 20 exercise stations will be relocated.

H-W CHRONICLE 9.5.84

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SALEM NEWS 8.30.84

Two walk-in medical centers merge

SALEM — Med-1 Walk-in Medical Center, located at 172 Lafayette St., has merged its operations with HealthFirst Corp. of Wellesley and has named a medical director for the Salem location.

Robert C. Bane, president and founder of Med-1, said, "The merger is an extension of and complement to what has always been our strategy and philosophy, that of providing the highest quality walk-in medical care on a convenient and affordable basis. HealthFirst's commitment to health care assures that the Salem community won't skip a beat." Med-1 Walk-in Center is open from 8 a.m. to 10 p.m. every day of the year.

In a related announcement, Dr. David Stuchiner of Salem was named as the medical director for the Salem location. He has been the chief resident in the internal residency program at Salem Hospital for the past 18 months, and will continue to

hold the position of teaching assistant and staff physician at Salem Hospital. The Columbia University Medical School graduate and his wife are Salem residents.

Pre-registration required.

Alzheimer's Support Group for family members of Alzheimer's patients meets first Wednesday of every month, 5 p.m., Social Service Conference Room, Beverly Hospital.

Beast Self Examination monthly teaching program for women; second Thursday, 7:30-9 p.m., Beverly Hospital Out Patient Department. No charge, pre-registration required.

North Shore Regional Family Planning Council, Inc., 19 Broadway, Beverly, sponsors the first annual Northeast Conference on Women's Health, Sept. 6 and 7, Salem. Lectures, exhibits, specials activities. Call the council for details.

Caring for Aging Parents, free support group for adult children, Tuesdays, 6-8 p.m., Lynn Hospital's Social Service Conference Room, 212 Boston St., Lynn. Call to register.

NEWS - PULSE MAG
8.31.84

Baby boom generation starts own baby boom

BEV. TIMES 9.6.84

By JOANNE MENESALE
Times staff

Call it the baby boom of 1984.

The year it seems you can't open your car door in a crowded parking lot without almost hitting a pregnant woman.

The year they pass the hat at the office twice in the same week to buy a present for someone's new baby.

The statistics confirm what you've suspected all along: There's a baby boom going on.

At local hospitals, the numbers of births are on the rise. At Salem Hospital, 136 babies were born in June and 100 in July. Those numbers reflect a steady increase that began at the end of 1982. Before that time, the monthly average on the maternity ward was between 80 and 90 babies.

"People who had their children in the 1950s and 1960s tended to have big families, so a

larger number of people are now in their child-bearing years," said Carol Pierce, the delivery head nurse at Salem Hospital.

"The present baby boom seems to be from patients who have been married a few years and are now deciding to start their families," said Dr. Frederick Buckley, chief of the hospital's obstetrics/gynecology service.

The trend toward an increased number of babies born at Salem Hospital actually began about a decade ago when regionalization plans began to close maternity sections in some of the smaller area hospitals, he said.

"It may also be that the improved economy allows people to think of having children," Buckley said.

The number of births are up as well at Beverly Hospital, which offers the alternative of the North Shore Birth Center —
Baby boom, page A14



Nurse Dottie Page holds newborn Elizabeth Anne Elevich in Salem Hospital's nursery.

Beverly Hospital... mately every 10 years, give or take a year, there is a

11 compete for area health center

By CLINTON WILDER
News Staff

PEABODY — Two competing \$5 million, 142-bed nursing homes in Peabody and a Peabody-based "magnetic imaging center" run jointly by six area hospitals are among the 11 health-care proposals to be reviewed by the North Shore Health Planning Council in the coming year.

The 11 Determination of Need applications totalling a proposed \$30 million in capital expenditures filed Tuesday constitute the largest number of applications submitted at the NSHPC's Labor Day deadline in more than five years. The average expenditure figure is comparatively small, however, with the most expensive project a \$6.1 million, 180-bed nursing home called The Heritage in Medford.

The Ledgewood Health Care

Corp., affiliated with Beverly Hospital under the corporate umbrella of Northeast Health Systems Inc., is proposing to construct the Fieldstone Nursing Center at 583 Lowell St. in West Peabody for \$5.3 million. NSHPC Associate Director Al Smith said the application competes directly with another submitted by the Mediplex Group of Newton.

Mediplex, which also operates a Beverly nursing home, has applied to build the Peabody Glen Nursing Care Center at 93-97 Andover St. at a cost of \$5.4 million.

Smith said the NSHPC will have to consider the two applications together because they appear to be mutually exclusive. "It looks like a competitive situation," he said. "The need for that many beds in Peabody just isn't there, so there is no way we can approve both

applications."

The proposed North Shore Magnetic Imaging Center targeted for 68 Prospect St. near the Northshore Shopping Center, is a joint \$2.6 million proposal among six hospitals from Lynn to Gloucester. Magnetic resonance imaging, relatively new to the medical field, is comparable to CT scanning but uses a magnetic field rather than radiative techniques.

The freestanding center would serve patients of Salem, Beverly, Hunt Memorial, Lynn, Union and Addison-Gilbert Hospitals.

Three of the same hospitals have also filed separate applications for their own fixed body CT scanners, at capital costs ranging from \$518,000 to \$670,000. Smith explained that Beverly, Hunt and Addison-Gilbert Hospitals had applied last year

Salem Ev. News

Stress management 9/16

BEVERLY — A seminar which helps people manage stress will be offered at Beverly Hospital beginning Sept. 20.

The class will continue to meet every Thursday for six weeks, ending Oct. 25.

Stress is believed to be a contributing factor in 80 percent of the medical problems affecting contemporary Americans. In addition, the stress-related problems such as hypertension, drug and alcohol abuse, cardiovascular disease and depression cost the economy \$75 billion annually.

For more information call the Community Relations Department at Beverly Hospital.

Stress management offered by hospital

A stress management seminar will be offered by the Beverly Hospital beginning Thursday, Sept. 20, from 7:30 to 9 p.m.

The class will meet every Thursday for six weeks, until Oct. 25. All sessions will be held in the physicians' conference room.

The cost is \$30 for the seminar and pre-registration is requested. Call the hospital at 922-3000, ext. 2480, for further details.

GOINGS ON

WEIGHT LOSS & EXERCISE: An eight-week course on weight loss begins Sept. 20 at Beverly Hospital's Nutrition & Fitness Center. Diet Counseling, Group Discussion, Aerobic Exercise, conducted by professional staff. Exercise Only session begins Sept. 17. Contact the center at 922-3000, Ext. 3438 for registration information. *TIMES 9.11.84*

STRESS MANAGEMENT: A six-week program sponsored by Beverly Hospital every Thursday, Sept. 20-Oct. 35, 7:30-9:00 p.m. "Learn To Recognize Stress and Techniques To Reduce Its Effects." Registration fee \$30. Call 922-3000, Ext. 2480 to register.

GOINGS ON

PRE-NATAL CLASSES: Pre-natal classes will be held at Beverly Hospital. Early Pregnancy Class (first trimester) begins Sept. 13, 7-9 p.m. Full seven-week courses begin Sept. 10 and Sept. 12, 7-9:30 p.m. Cesarean Birth Class begins Sept. 11, 7-9 p.m. For information and registration, call 922-3000, ext. 2200.

FREE TUITION: North Shore Community College now has a program allowing welfare recipients to attend day classes tuition free. The program was enacted because of delays in existing programs which might have caused welfare students who want to enroll to miss closing dates for fall semester.

Any AFDC recipient in Massachusetts is eligible for the program and can enroll in fall classes. Interested persons should contact the NSCC Admissions Office at 927-4850, ext. 336/337, or the Student Services Office at the Lynn Center, 593-3313, to apply for admission. Application fees will also be waived.

Students enrolling under the program will be responsible for the payment of mandatory fees and books.

GET-AWAY OFFERED: The Beverly Recreation Department is offering a Get-Away Weekend trip to

WAIST WATCHING: The next monthly "Waist Watch" for graduates of Beverly Hospital's weight loss and exercise program will be held Thursday, Sept. 13 from 6-7 p.m.

The session will be held in the Nutrition and Fitness Center at the Hospital. A group discussion will be followed by a 45 minute exercise program.

The exercise component may be continued for eight weeks for those participants who wish to maintain their weight loss and fitness regimen.

For further information or registration, contact the Nutrition and Fitness Center at 922-3000, ext. 3483.

residents who said they got less than they asked for. He also said he will go out and measure stacks of wood for purchasers as part of his job. The wood must be stacked, however.

A cord of wood is a stack eight feet long, four feet high and four feet wide.

Note: According to state law, the seller of firewood must provide the purchaser, in written form, the name of the seller, the name of the buyer, the rate charged and the total amount paid. Failure to do so could result in a \$50 fine for the first offense and fines of \$100 and \$200 for subsequent violations.

Beverly got a visit Thursday from state Secretary of the Department of Elder Affairs. Richard Rowland came to Beverly at the request of Paul Lanzikos director of geriatric and long term care programs at Beverly Hospital to discuss what he sees are the growing needs of the elderly in Massachusetts and what some of the

issues are.

Present at the discussion at Beverly Hospital were representatives from area Visiting Nurse Associations, home health care programs, councils on aging, the medical community and housing authorities.

Tooting his boss Gov. Michael S. Dukakis' horn, Rowland said funding for home care services has increased 25 percent and councils on aging has received 85 percent more since he took office.

"We're doing more than any other state," for senior citizens, Rowland said noting per capita and total spending figures beat everyone else.

He said his department is advocating keeping the elderly in their homes and away from institutionalization as long as possible. He said it might not be long before we see tax credits, such as the ones now given for children, be allocated to families and friends aiding elders at home.

Lanzikos gets tapped to lead Mondale bid

By NELSON BENTON
News Staff

DANVERS — A Danvers man, Paul J. Lanzikos, has been named Massachusetts coordinator for the Mondale-Ferraro campaign.

Lanzikos, of 20 Sylvan St., confirmed the appointment Sunday. A formal announcement is scheduled to be made sometime today.

"Obviously, we have a fight on our hands," Lanzikos commented, "but I think this campaign is a doable one." Four years ago in Massachusetts, Ronald Reagan beat Jimmy Carter by a narrow margin.

Lanzikos served as North Shore coordinator for Gov. Michael Dukakis when he made his comeback in 1982, and has been active in the Democratic Party locally for a number of years.

He acknowledged Sunday that his close ties to the governor were no doubt a factor in his being called by the Mondale people for an interview last Tuesday. Following a screening process which lasted until Thursday, Lanzikos was asked to take on the job of running the campaign in Massachusetts through Nov. 6.

Dukakis' chief of staff, John Sasso, is currently serving as national campaign director for Democratic vice presidential candidate Geraldine Ferraro.

9.10.84

While he is working for Mondale-Ferraro, Lanzikos will take a leave of absence from his job as director of the geriatric and longterm care program at Beverly Hospital.

The appointment of Lanzikos ruffled a few feathers among some of those who have been active in the Mondale campaign to date, including House Majority Leader John E. Murphy Jr., D-Peabody. Murphy, who was one of the first elected officials to publicly announce his support for Mondale's candidacy, first heard about the appointment at a Danvers Democratic Town Committee function Friday night, but was not officially informed of it until Saturday.

A Murphy aide, Michael O'Connor, also of Danvers, served as field director for the Mondale campaign in the weeks prior to the Massachusetts primary last March. Mondale finished second in the primary to Colorado Sen. Gary Hart.

Cable sets health fair

TIMES 9.11.84

IPSWICH — A free Health Fair will be held at the Cable Emergency Service of Beverly Hospital in Ipswich.

Wednesday, Oct. 3, the Health Fair will be open to all area residents from 11 a.m. - 7 p.m. on the 1st floor of the Main Building, adjacent to the Emergency Rom.

Some of the screenings will include: Diabetes, Hearing, Blood Pressure, Anemia, Lung Capacity, Nutritional and Dental Counseling.

The Ipswich Lions Club will sponsor a Glaucoma Screening during the Fair, assisted by the Bay Area V.N.A. All screenings are free of charge.

Two tests to be added to this year's fair will include a nutritional analysis to allow participants to recognize their mineral or vitamin deficiencies by screening what foods were recently eaten. Also, the Health Risk Appraisal, a computerized test, will allow participants to know what health risk category they fall into and beneficial information to improve one's health.

There are no fees charged for any of the screenings. Those taking part in the screenings must be 18 years of age or older. Although participants are encouraged to take part in the entire fair, it is

permitted to choose just those screenings of interest.

The display booths from local health agencies will be open to the public as well as display booths from the following hospital departments: Bioenergetics, Maternity, Nutrition & Fitness Center, Occupational Health, Occupational Therapy, Pediatrics, Physical Therapy, Respiratory Therapy, Radiology, Sports Medicine, Surgery, Volunteer Service and Lifeline Program.

Representatives from the American Cancer Society, Bay Area V.N.A., Hospice of the North Shore, Ipswich Council on Aging, Ipswich Lions Club, North Shore Council on Alcoholism and Senior Home Care will be among the agencies who will also have display booths and staff to answer questions.

Light refreshments will be served to those attending the fair, and there is ample parking on the grounds.

The Cable Emergency Service is located in the former Cable Memorial Hospital Building, at the intersection of Routes 133 and 1A.

For further information, contact Tina Ketchopoulos in the Community Relations Office by calling 922-3000, extension 2480.

THE TIMES
THURSDAY
SEPTEMBER 13, 1984

HEALTH FAIR OCT. 3: Cable Emergency Service on County Road, Ipswich will conduct a Health Fair on Wednesday, Oct. 3, from 11 a.m. - 7 p.m. Free screenings will include: glaucoma screening, diabetes testing, anemia screening, lung capacity, blood pressure, vision testing, nutritional and dental counseling. All screenings are free of charge and participants must be 18 years of age or older. For further information, call the community relations office at 922-3000, Ext. 2480.

Stop Smoking program Stroke Club to meet

BEVERLY — Beverly Hospital will sponsor a Stop Smoking Program consisting of four weekly sessions from Sept. 26 to Oct. 17. Each session will run from 7:30 to 9 p.m. Call the hospital to register. There is a registration fee.

BEVERLY — The Beverly-Danvers Easter Seal Stroke Club will hold its monthly meeting in the lecture hall at Beverly Hospital Thursday, Sept. 13, at 1:30 p.m.

Maria Staggs, wife of the president of Friendly's Ice Cream Corporation and the firm's goodwill ambassador, will serve as hostess at an ice cream party. Friends and relatives are welcome.

Transportation may be arranged by contacting Wings in Danvers, the Beverly Council on Aging, North Shore Transit Handi-Ride and, for Gloucester residents, O'Brien Ambulance.

Pulmonary education

BEVERLY — Beverly Hospital will present a series of 10 monthly instruction sessions for individuals with pulmonary disorders starting Sept. 27.

Presentations will cover rehabilitation, psychosocial issues, exercise, nutrition, medications and environment.

Sessions will begin at 7 p.m. in the hospital's pulmonary clinic. There is no charge.

MS WEEKLIES 9.12.84
BEVERLY HOSPITAL, Beverly, offers Stress Management Seminar, six week program, Thursdays, starting Sept. 20. Registration fee \$30. For information and registration call 922-3000, ext. 2480. Weight Loss & Exercise, eight week course beginning Sept. 20. For information call 922-3000, ext. 3438.

Hospital project among b

BOSTON — The Massachusetts Industrial Finance Agency (MIFA) has approved industrial revenue bonds totaling more than \$6.6 million for expansion projects by three companies in Peabody, Beverly and Danvers. The projects will create an estimated 133 new jobs.

The Ledgewood Health Care Corporation will construct a 112-bed long-term health-care facility on the grounds of Beverly Hospital

with proceeds from a \$4.35 million bond. The two-story, 44,400-square-foot building will be connected by covered walkways to the hospital.

The firm, a joint venture between the Medquest Corporation and the Hillhaven Corporation, plans to integrate nursing home services with the acute care services available at Beverly Hospital. An estimated 84 new jobs will result from the project.

According to Grayce Kush-

merck of Beverly Hospital's Community Relations and Development Office, the project, because of its size, really needed the MIFA financing to get off the ground. "It's a lot of money," she said, adding construction will begin as soon as state public health officials give it the green light, a decision which could be made any day now.

In Peabody, East Coast Seafood Inc. will use proceeds from a \$1.07

Hospitals purchase ca

By KARINE E. REYNOLDS
Times staff

BEVERLY — Beverly Hospital is joining other area institutions to purchase a system designed to detect and track the course of cancer in patients as well as diagnose other abnormalities in the human body.

The new system, called Magnetic Resonance Imaging (MRI), will not replace, but will complement the C.T. or Cat Scan unit. The new system is more sensitive than the C.T. unit, and works without the use of x-rays.

Beverly, in conjunction with four other regional hospitals, has made plans to install the \$2.6 million system at an outpatient building near the North Shore Shopping Center within the next year.

The machine allows doctors to

see inside the body by using radio frequencies to create pictures of internal organs and tissues. The process itself came into clinical usage recently, and the North Shore machine would be one of about 30 nationwide, according to Dr. William Otto, chief of radiology at Beverly Hospital.

"We want to emphasize that this is a regional project," Otto continued. "Traditionally, hospitals and clinics go their own way, but in a situation like this, where the technology is so expensive, none of the hospitals as individuals wish to consider such a huge purchase. Together they can purchase it, and this makes the technology available to a greater amount of people."

The five hospitals involved in the regional program are Addison Gilbert Hospital in Gloucester, Salem Hospital, Lynn Hospital, Union

Hospital in Lynn, and Beverly Hospital.

"We have located a piece of land adjacent to the North Shore Shopping Center," said Brad Silsby, director of planning at Beverly Hospital. "We must first get approval from the state to put the facility in. Once we have their approval, the unit should be installed and operational within a year."

"The machine is similar to a huge magnet into which the patient is placed," Otto said. "By turning the machine off and on, a radio signal is picked up from the body's own atoms. These signals are received on antennae placed around the patient and transformed into a picture. Neither x-rays nor ultrasound is involved, and there are absolutely no side effects to the imaging."

The machine uses a super conductive magnet to build an electro-

Hospital reports salmonella

NEWS 9.12.84

BEVERLY — Two new cases of salmonella were reported at Beverly Hospital late Tuesday afternoon, bringing the number of people stricken to 17.

Beverly officials believed earlier they had contained the outbreak because laboratory test reports Tuesday morning had indicated no new cases had been discovered.

The first cases of salmonella, or food poisoning, appeared a month ago.

The employees who were stricken, members of the Dietary Department, were relieved of their duties. The Dietary Department employs about 80 people.

Jack Good, hospital director of community relations and development, said culture samples were taken Friday, Sunday and Monday and that Monday's samples resulted in the "no new cases" finding after testing in state Public Health Department labs.

The two new cases were discovered in another batch of cultures which also had been taken Monday and Good was optimistic this morning that the outbreak is being contained.

According to Good, "well over 100 people were

tested just to be sure." Among them were all employees of the cafeteria, all food handlers who deliver trays to patients, and volunteers in the hospital coffee shop.

In addition to hospital employees, Good said "a couple" patients were stricken but he said they could have been admitted to the hospital with the illness.

Compounding the hospital's problem in identifying cases was the presence in the Beverly area of an intestinal virus the symptoms of which so closely mimic salmonella that the difference cannot be determined except by testing.

Although Good was confident Tuesday that the outbreak had been contained ("We feel pretty good about that."), he said it was doubtful that the cause would ever be pinpointed.

"We've gone back through the hospital with a fine tooth comb," he said. "The whole goal in cases like this is the break the strain."

In order to cut out all possible sources of salmonella, Good said, hospital officials cut off the delivery of all raw foodstuffs "coming in from the outside" and has been using prepared foods exclusively.

More salmonella cases found at Beverly Hospital

TIMES 9.12.84

By JOSEPH W. FENTON
Beverly city editor

BEVERLY — Beverly Hospital yesterday discovered two more cases of salmonella among staff members after completing tests on all employees and volunteers in an attempt to halt the outbreak of the bacteria at the health care institution.

"We may have broken the back of it," said Jack Good, Beverly Hospital's director of community relations and development. He said

the hospital completed testing 80 to 100 employees and volunteers for traces of salmonella.

According to Good, yesterday's testing results bring to 15 the number of employees who have been relieved of their hospital duties with pay. They will not return to work until they pass two tests showing they are no longer contaminated.

Salmonella is a bacteria caused by consumption of contaminated food or water and creates violent diarrhea.

The first signs of the salmonella

outbreak at the hospital appeared last month. In addition to the employees' salmonella cases, three or four other people, including patients, have been affected by the bacteria.

Good said no employee or volunteer who has salmonella or has not been tested is working at the hospital.

"We feel very good about it," Good said, when asked if officials felt they had the outbreak now under control.

Salmonella, page A10

• Salmonella tests completed

Continued from page A1

Beverly Health Director Joseph Walsh Jr. said this morning there should be no cause for public alarm about the outbreak. "We're working on it and we're hopeful it's peaked," he said. "We are in the process of eliminating all areas of general suspicion."

For the most part, Walsh said, employee test results are turning up negative.

According to Good, hospital officials have not found the source of the contamination and are continuing their investigation. "We're being very thorough in that

process," he said.

Since salmonella is transmitted by food or water, Good said the hospital has taken strong measures in its food service operation for both staff and patients.

Good said the hospital is serving packaged food that does not require preparation by hospital workers. For example, he said, pre-wrapped sandwiches and frozen foods prepared by outside vendors are being used in all hospital food service areas.

In addition, Good said the hospital's salad bar and deli sandwich operations have been closed.

ian yarns. A nominal registration fee will be charged for all Essex County residents under age 62. To register, call Sally Ross, program director, at the Drop In Center. This class is open to the public without regard to race, color, handicap or national origin.

DATEBOOK

Sept. 12
Lynnfield Republican Picnic of Aug. 12 will be aired on Channel 16 at 6:15 p.m.
Massachusetts Catholic Woman's Guild, Our Lady of the Assumption Branch, opening dinner and entertainment in Danvers 7:30 p.m.
Parents of Confirmation class members will meet at 7:30 p.m. at Messiah Lutheran Church. A program of confirmation instruction is available to all interested youngsters ages 12 and up.

"Understanding New England Butterflies," will be the subject of discussion tonight at 7:30 when Jo Brewer speaks at the first meeting of the season of the West Peabody Garden Club to be held at the home of Ann Milender. Co-hostess will be Eraine Wendling and arrangements of wildflowers will be provided by Nickie Ferla.

Activities planned by the club this month include the fall replanting of the window boxes at the West Branch Library, a continuing service project of the club.

Two workshops, to prepare for the fundraising boutique which aids the club fund its scholarship and community service projects, are planned this month. Glenice Boyd will host and Mary Kenney will chair a 7:30 p.m., Sept. 19 workshop when bird cages will be fashioned. Marilyn Tattersall will host a pressed

and one of both books may be ordered by calling Judy Leventhal or Sarita Pickard, both of West Peabody.

DATEBOOK

Sept. 12
Temple Ner Tamid Women's League Board Meeting, 7:30 p.m.

Mighty Acts of God, Bible Study, 7:30 p.m. Community Covenant Church.

West Peabody Garden Club, 7:30 p.m. home of Ann Millender.

Pioneer Girls Guides and Committee meeting, 7 p.m. West Church. Final preparations for this year's clubs will be made.

Kitchen Shower/Card Party, 7 p.m. North Shore Jewish Community Center at the Plaza.

Sept. 13
Kiley School PTO Store, 8:30 to 9:15 a.m.

Exercise class, St. Adelaide's Parish, 9:45 a.m.

BROCCOLI

U.S. NO. 1 L.I. 10 LB.

POTATOES

79¢

1.39

ONIONS

2 LB. BAG

MACINTOSH 3 LB. BAG

APPLES

59¢

99¢

fishing equipment and may be funneled into state projects for both recreational anglers and conservation.

For the first time, the fee will be required to spend a gallon federal tax it collect

We Are Very Pro Announce Th Grand Openi

MacCormack said Alan Somes of 5 Bertram St. was knocked to the ground, scraping his face and hands. The child's parents took him to Beverly Hospital, where he was treated and released, according to police. MacCormack identified the driver of the car as Amy Traicoff, 18, of 7 Cross St. Ms. Traicoff was not cited for any traffic violations. The accident occurred shortly after 8 a.m. at the Essex Street end of Winter Street.

Patrolmen William Schultz and Richard Moody investigated a break yesterday morning at the home of Albert DeCristoforo, 25 Ober St.

Peabody



Dinner was interrupted

Theresa Neu can't help but stare as a tow truck pulls a car out of the street.

Expert believes salmonella was caused by food

By PAULA TRACY 9.13.84
News Staff

BEVERLY — The source of 15-20 cases of salmonella at Beverly Hospital has not been found as yet, but a national epidemiologist said it probably was food in the kitchen.

"We have not been able to find the source, but we've eliminated the factors," Community Relations Director Jack Good said.

Because it seems to be isolated for the most part in the kitchen area, employees showing signs of salmonella have been given paid time off and food handling has been reduced to a minimum by the introduction of pre-packaged and pre-prepared foods.

"There is person-to-person transmission, like drinking from the same cup, but most frequently it is found when foods are contaminated," said Dr. Kristine MacDonald, medical epidemiologist at the Centers for Disease Control in Atlanta.

"I suspect they (at Beverly Hospital) are ill from eating something." She described the bacterial illness as having various forms.

The most acute and rare cause typhoid. The most common, found when cattle, chicken, eggs and the like are not properly refrigerated or cooked, usually result in abdominal pains, nausea, cramps and diarrhea.

MacDonald estimated 30,000 cases of salmonella are reported in the United States annually, "But it's a gross underestimation of what has occurred," she said, noting symptoms are similar to the common flu.

According to Beverly Health Director Jay Walsh, 10 cases of salmonella were reported in the city in 1982. The same number was reported in 1983 and in 1984 there have been 19 cases.

Nine of the cases which have come back to him over the past year show no specific link to Beverly Hospital. He has not received all the test results from the hospital as yet.

Officials are now reporting between 15 and 20 people — mostly food service employees — have been stricken with salmonella.

SALMONELLA

(Continued on page 8)

(Continued from page 1)

Good said, "a couple of cases of salmonella were found in patients." Though he previously stated he was not sure whether or not the patients had contracted the illness prior to coming to the hospital, he now says, "I would have to think it was probably through here."

The employees' cafeteria and patient meals at Beverly Hospital are prepared in the same kitchen.

"That's a scary one, because it relates to the patients, but there has been no serious problem," Good said.

About 200 food service employees and anyone at the hospital showing the signs and symptoms of the flu-like bacterial illness have been tested, but not all the results are back yet, Good said Wednesday.

On Tuesday, Good said there were 17 cases of salmonella reported and as test results came in Wednesday, he said the number actually should be between 15 and 20 because a few of the results are "probable," not "confirmed."

Food preparation has been reduced to a minimum. "We don't have a lot of people walking the bread line here," he said of the decline in use of the cafeteria since the problem was reported earlier this week. But he said he thought that was mainly due to a lack of menu of-

ferings. The salad bar and the deli line are now closed.

As for the patients, "we've minimized the handling of the foods by purchasing pre-packaged items. Say, for instance, we might have purchased Table Talk (brand) pies instead of preparing pies ourselves," Good said. He could not estimate the amount of food which had been thrown out of the kitchen in an attempt to "eliminate all factors."

The cultures are being tested both at Beverly Hospital and the state lab and Good said it takes more than 48 hours to get back the results. More results are expected in today's mail.

Health agent Walsh said salmonella is wrongly put in the category of an illness wrought from "dirtyness" in the eyes of the public. He said he had gone to the hospital, "and the conditions there are impeccable. It is a very clean kitchen."

Good said he was told by an epidemiologist it is not uncommon for a hospital to be troubled by a salmonella outbreak because "it's an institution and many meals are prepared here."

"We're feeling good about things now," Good said, noting a majority of the tests are coming back negative. He said he was hopeful the end of the problem was in sight.

As a result, her lawyers had to prove that the Flynt Distributing Co. Inc. of Los

Committee's headquarters in the Watergate Hotel complex in Washington.

Diamond Solitaires in 14Kt. Gold

1/2 Carat
\$999.
Reg. \$1,399.

1-Carat
\$2,999.
Reg. \$3,999.

SAVE \$400. to \$1,000.



alca. He argued that the proposed delicatessen did not meet those requirements and should

week to try to work out their differences before a decision is made on the building permit.

POPE (Continued from page 1)

people pelted by rain.

By the end of the evening, at a youth rally, the pope was smiling and tapping his feet as the youngsters belted out the tune, "Singin' in the Rain."

The pope was scheduled to fly today — the fifth day of his 12-day Canadian pilgrimage — to New Brunswick and Nova Scotia, maritime provinces to the southwest.

The pope discussed Catholic schools in an address to teachers at St. John the Baptist Basilica, saying that freedom of religion includes the right of parents to choose, "without undue financial burden faced upon them, appropriate schools and educational systems for their children."

Governments have the responsibility to ensure that religious schools have adequate "teacher training, buildings, research funding, adequate financing and so forth," he said.

"In a pluralistic society, it is surely a challenge to provide all citizens with satisfactory educational services," he added. "In dealing with this complex challenge, one must not ignore the centrality of God in the

believer's outlook on life. A totally secular school system would not be a way of meeting this challenge. We cannot leave God at the schoolhouse door."

The chief Vatican spokesman, the Rev. Romeo Panciroli, was asked about the schoolhouse-door reference. He said the pope was making a general statement that applied "for all types of schools, in any country of the world."

In the United States, courts have ruled that separation of church and state prohibits the use of public funds for religious schools.

There have been moves in Congress to provide tax credits to offset the tuition paid by parents at parochial schools.

The issue of financing religious schools has come up in other countries, including France and Malta, and the Roman Catholic church often has lobbied in favor of state support for religious schools.

In Newfoundland and most of the rest of Canada, there are publicly supported Catholic schools, and often government-supported schools for other denominations.

JAIL (Continued from page 1)

Another case of salmonella reported

By PETER HOMAN 9.14.84
News Staff

BEVERLY — Still another case of salmonella was discovered at Beverly Hospital Thursday, but hospital officials remain confident that the disease is under control.

Community Relations Director Jack Good said this morning the number of cases is now "in the range of 20."

Good said there was "just one more case" confirmed through laboratory tests Thursday and added, "so it seems to be winding down."

He said 150 to 160 people had been tested so far, and that further culture samples are taken when someone is suspected of

CASE

(Continued from page 1)

having contracted it. "Anyone who shows signs or symptoms is tested," he said.

Good said there are still some culture samples out at state laboratories. Hospital officials are waiting for results, but he said the number of tests is "down to a few cases every day."

He said officials doubt they will be able to pinpoint the cause of the outbreak, but he noted the hospital has eliminated the factors which contribute to salmonella.

Nearly all of the cases reported involve hospital Dietary Department employees. A few were patients. Employees who were stricken were given time off with pay.

An epidemiologist at the Center for Disease Control in Atlanta told The News this week that salmonella outbreaks are

usually traced to contaminated food.

Dr. Kristine MacDonald, medical epidemiologist, said "there is person-to-person transmission, like drinking from the same cup, but most frequently it is found when foods are contaminated.

"I suspect they (persons at Beverly Hospital) are ill from eating something," she said.

The hospital has stopped all deliveries of raw foodstuffs to its kitchen, and food handling has been reduced to a minimum through the use of pre-packaged and pre-prepared foods.

Salmonella is a bacterial illness which has several forms. Usually it results in abdominal pains, nausea, cramps and diarrhea. Because its symptoms are similar to flu viruses, it is difficult to diagnose without testing cultures.

NSCC swee

Bob Merlina pitched North Shore Community College to victory in both ends of a doubleheader, going the distance in a 5-2 opening game win over Bunker Hill CC, and going 4.2 innings of one-hit relief in the 12-6 nightcap decision. Merlina is 4-0, and the Bucs are 4-2 overall.

Eric Newman, Bill Merritt and Alex Destino were the hitting stars in the first game, as Merlina struck out 12 in a five-hitter. Newman, Rick Kalapinski and Bill

College Roundup

Merritt hit well in the second contest, as NSCC scored five runs in both the fourth and sixth innings.

Salem State went to the last doubles match, but fell to Coast Guard, 5-4, in men's tennis. Dan Ford and Dave Grochmal won in singles for SSC, with Ford-John Lyons and Grochmal-Kevin MacNary taking doubles wins.

The Gordon volleyball team blanked Merrimack 3-0, with three identical 15-4 wins. Playing well for the 1-0 Scots were Jill Van Grouw and Patty McDonald.



A CELEBRA

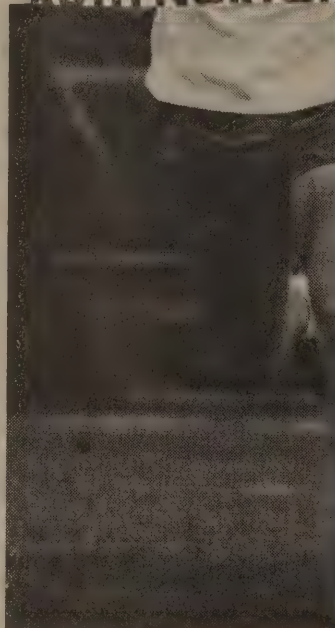
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Salmonella nits Beverly Hospital

By JOSEPH W. FENTON
Beverly city editor

9.11.84

BEVERLY — Twelve to 15 Beverly Hospital employees have been relieved of their duties while officials try to determine the cause of a salmonella outbreak at the institution.

According to Jack Good, Beverly Hospital's director of community relations and development, the hospital first started experiencing the salmonella cases early last month.

Good said the hospital has undertaken an investigation to determine the cause of the salmonella poisoning, which has affected employees in all areas of the hospital. He said employees suffering from the contamination will not be allowed to return to work until they have successfully passed two salmonella tests.

"We are checking it out from an internal standpoint here," Good said, "and that's a tough one for me to have to tell you. We've been in close contact with Jay Walsh (the city's health director)."

In combatting the salmonella, Good said the hospital has "eliminated" all external food services that deliver items like loose vegetables and is serving only

Salmonella, page A9

• Salmonella

Continued from page 1

foods that are pre-packaged.

In addition to the 12 to 15 hospital employees, Good said there have been "three or four" outbreaks among non-hospital staff, including some patients.

"It's not anything that's isolated to the cafeteria," Good said, adding a stomach flu virus has complicated the outbreak because its symptoms are similar to salmonella. "It's hard to differentiate until people have been tested," he added.

Good cautioned that the salmonella outbreak at the hospital is unlike a similar outbreak that closed Chipper's Riverside Cafe in Ipswich three months ago. The restaurant has since reopened.

"It's a different strain," he said.

The case at the hospital, Good continued, was diagnosed Monday. He said all food service employees, in both the cafeteria and coffee shop, have been tested.

Salmonella is a bacteria that affects the stomach and causes diarrhea and is transmitted through the ingestion of food or water.

Good said the hospital is attempting to "cut" the salmonella cycle by relieving affected employees from their job responsibilities and isolating any affected patients.

According to Good, hospital officials, both administrative and medical, met Monday afternoon to discuss the outbreak and how to control it. He said everyone felt "very strongly" the hospital is taking all the steps it can to stop the outbreak.

Good described the salmonella strain as "common" to institutions such as hospitals. "It scares people more than necessary," he said. "The treatment is to let it run its course. We don't want to cause a panic. It's far different from the Chipper's in Ipswich case."

SALMON NEWS 9.18.84

No new salmonella cases

BEVERLY — Bolstered by the fact no new cases of salmonella have been reported at Beverly Hospital in the last four days, officials there are confident the outbreak is over.

More than 100 people at the hospital were tested and almost all results have returned, spokeswoman Grayce Kushmerek said. No new cases of the bacterial illness

were found in the batches of results over the weekend or on Monday, she added.

Community Relations Director Jack Good said between 15 and 20 people came down with the illness which causes nausea and diarrhea. Most affected were food service workers but at least two of those involved were patients, Good said.

An epidemiologist at the Centers for Disease Control in Atlanta said there were many ways to get salmonella but she believed from the given facts that it probably was caused by food in the kitchen.

Good said although the source has not been found, food handling was reduced to a minimum by the introduction of pre-packaged foods. Food service workers afflicted with the disease were also given sick leaves and have not been near the kitchen since the outbreak was reported about one week ago.

Hospital clear of salmonella

9.18.84

By VIRGINIA LOWRY
Times staff

BEVERLY — An outbreak of salmonella that struck about 20 people at Beverly Hospital beginning early last month appears to be over.

"We didn't have any cases Friday, and we haven't had any today," Jack Good, the hospital's community relations director, said late yesterday.

Salmonella is a bacteria that is transmitted by contaminated food or water. It affects the digestive system, and is characterized by violent diarrhea.

The bacterial infection surfaced early in August, affecting mostly hospital employees. All members of the staff were tested, and those whose test results indicated the presence of salmonella were relieved of their duties with pay.

Before they can return to work, those employees who contracted the bacteria must pass two tests showing they are no longer contaminated.

As of today, according to Good, "a couple who have tested out

properly are back."

Good said about 20 employees, plus two or three other people, including patients, became infected by the bacteria during a period of several weeks. Tests are winding down this week, he said yesterday, with the most recent results showing the spread of salmonella apparently has ended.

Hospital officials have concentrated their efforts on eradicating the salmonella bacteria from the hospital rather than trying to pinpoint an original source, Good said. While testing and identifying employees and others who have contracted salmonella, all possible sources of the bacteria have also been eliminated, he said.

Nevertheless, he said, extensive precautions will continue at least through this week.

According to Good, all food service handlers will be tested again "as a final check to be sure that it is over." At the same time, the hospital will continue to serve pre-packaged foods, "more or less as insurance," for the remainder of the week, Good said.

Stress management offered by hospital

A stress management seminar will be offered by the Beverly Hospital beginning Thursday, Sept. 20, from 7:30 to 9 p.m.

The cost is \$30 for the seminar and pre-registration is requested. Call the hospital at 922-3000, ext. 2480, for further details.

IPS. CHRONICLE 9.13.84

details. *NEWS 9.13.84*

Pre-natal education

BEVERLY — The Maternity Unit at Beverly Hospital will offer several pre-natal programs this fall, one beginning tonight.

Early pregnancy classes for those in the first trimester will be held Thursdays, Sept. 13, Oct. 11 and Nov. 8 from 7 to 9:30 p.m. Nutritional needs during pregnancy, preparation for breast feeding and fetal growth and development are covered in the class.

There will be five more pre-natal classes which begin on Nov. 5 and 7 from 7 to 9:30 p.m. These sessions provide intensive preparation for labor and delivery, breathing and relaxation techniques and care for the newborn.

Cesarean birth classes will be held on Nov. 13 from 7 to 9 p.m.

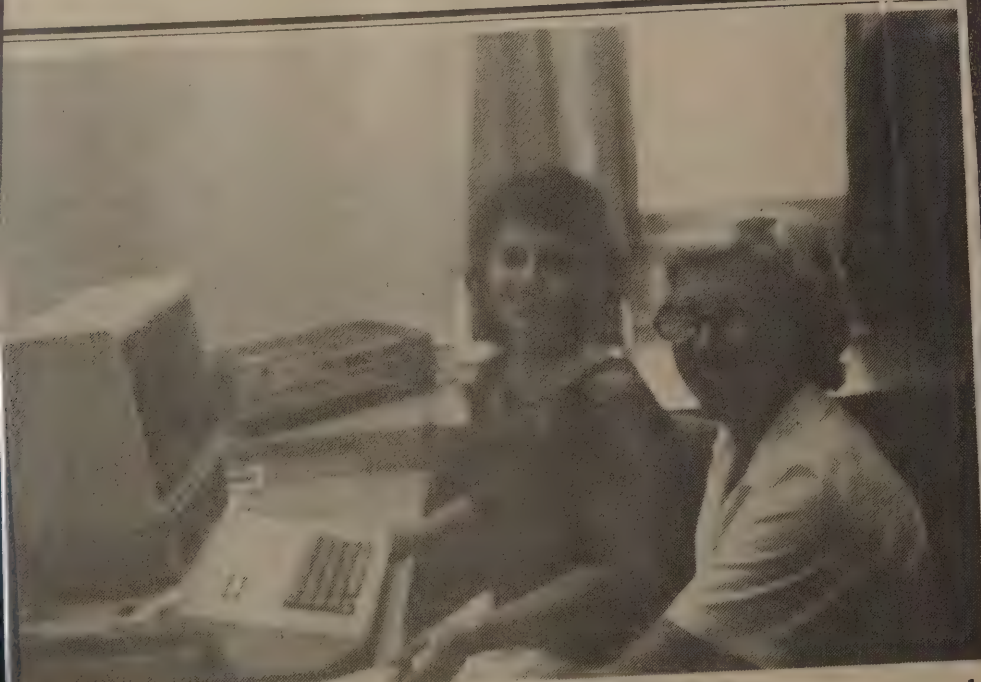
Refresher classes for those who are not having their first child and have previously attend the full pre-natal course will be offered Oct. 2, Nov. 6 and Dec. 4 from 7 to 9:30 p.m. These classes offer retraining in breathing and relaxation techniques and preparation for labor and delivery.

Siblings classes are also offered to prepare young children for the arrival of a sister or brother. Sessions will be held on Sept. 20, Oct. 18, Nov. 15 and Dec. 20 at 6 p.m. or 7 p.m.

For more information call the Beverly Hospital Maternity Unit.

MANCHESTER CRICKET

SEPTEMBER 14, 1984



Sandra Fitzler, R.N., (left) Occupational Health Services Coordinator at Beverly Hospital, administers the Health Risk Appraisal (HRA) to Lee Herter from the Hospital's Development Office. The HRA is a computerized analysis of health habits and risk potentials. This is just one of the many free screenings to be held at the Cable Emergency Service on October 3.

Ips. Chronicle

Thursday, September 13, 1984

Cable Emergency to hold health fair

A free health fair will be held at the Cable Emergency Service on Wednesday, Oct. 3. The health fair will be open to all area residents, from 11 a.m. to 7 p.m. on the first floor of the main building, adjacent to the emergency room.

Some of the screenings will include diabetes, hearing, blood pressure, anemia, lung capacity, and nutritional and dental counseling.

The Ipswich Lions Club will sponsor a glaucoma screening during the fair, assisted by the Bay Area VNA. All screenings are free of charge.

Two tests to be added to this year's fair will include a nutritional analysis to allow participants to recognize their mineral or vitamin deficiencies by screening what foods were recently eaten. Also, the health risk appraisal, a computerized test, will allow participants to know what health risk category they fall into and beneficial information to improve one's health.

There are no fees charged for any of the screenings. Those taking part in the screenings must be 18 years of age or older. Although participants are encouraged to take part in the entire fair, it is permitted to choose just the screenings of interest.

The display booths from local health agencies will be open to the public as well as display booths from the following hospital departments: bioenergetics, maternity, nutrition and fitness center, occupational health, occupational therapy, pediatrics, physical therapy, respiratory therapy, radiology, sports medicine, surgery, volunteer service and life-line program.

Representatives from the American Cancer Society, Bay Area V.N.A., Hospice of the North Shore, Ipswich Council on Aging, Ipswich Lions Club, North Shore Council on Alcoholism and Senior Home Care will be among the agencies who will also have display booths and staff to answer questions.

Light refreshments will be served to those attending the fair, and there is ample parking on the grounds.

For further information, contact Tina Ketchopoulos in the Community Relations Office of Beverly Hospital, 922-3000, extension 2480.

News 9.14.84

Cable center is base for Lifeline Program

IPSWICH — September is National Emergency Care Month and officials at Beverly Hospital are trying to remind town residents of facilities available at the Cable Emergency Services center on County Road.

The facilities include three treatment rooms which are open and staffed 24 hours a day and a holding bed area and clinic room where orthopedic, oncology, neurology and speech and auditory clinics are held.

The center also houses Beverly Hospital's Tel-Med System which consists of more than 200 pre-recorded health messages which residents can hear by calling 356-7036 between noon and 8 p.m. and giving the operator the number of the tape of interest.

Copies of the directory of tapes are free and can be obtained at the emergency center or the community relations department at Beverly Hospital.

ment at Beverly Hospital.

Cable is also the base for the hospital's Lifeline Program which provides security for elderly and disabled residents by connecting them by telephone to a computer system.

The special self-dialing units are currently in use in 53 area homes under the program which has been funded, in part, by the hospital's Quarter Century Club and Aid Association.

Nursing homes vie for approval

By MATTHEW SOERGER
Times staff

9.17.84

PEABODY — There is no doubt the North Shore needs more nursing home beds, say health care planners. But two nursing homes in Peabody — one proposed by Beverly Hospital — could be too much, they say.

Two companies filed applications with the state this month proposing to build nursing homes — both with 142 beds — in Peabody. The competing proposals probably mean one of the facilities won't be approved, according to officials at the North Shore Health Planning Council.

West Peabody residents have already joined in opposition to a proposal by the parent company of Beverly Hospital, which proposes building a nursing home where a farm now stands at 583 Lowell St.

Thirty-nine families have signed a petition against it, arguing that it would ruin their residential neighborhood and do away with an historic farm, one of the last in the now-suburban area.

And a Newton company, the Mediplex Group, has filed for permission to build a nursing home on six acres on Route 114 across from the Northshore Shopping Center.

Nursing homes, page A8

• Nursing homes

Continued from page 1

The two applications may mean that the North Shore Health Planning Council, which must give initial approval to any health care facilities, will be faced with a choice between the two nursing homes.

"It's highly probable that both of them will not get approval," said Al Smith, the associate director of the state-appointed agency, whose recommendations on the projects will go to the state Department of Public Health for fi-

nal approval. "They would, in a sense, be competitive."

"There is a need for nursing home beds on the North Shore generally," said the agency's executive director, Edward Marakovitz. "But for two in the same area?"

The planning council will begin review of the two companies' determination of need applications within a few months. A decision is not expected for nine months to a year after the application review begins.

Salem News 9.17.84

Health fair

BEVERLY — A free health fair for all Beverly residents will be held in Ipswich at Beverly Hospital's Cable Emergency Service Oct. 3 from 11 a.m. to 7 p.m.

Free screenings for glaucoma, diabetes, anemia, hearing, blood pressure, lung capacity, nutritional and dental counseling will be provided.

Display booths from local health agencies will be open. Light refreshments will be served.

For more information, call Beverly Hospital's Community Relations office.

TIMES 9.19.84

GOINGS ON

STOP SMOKING: A Stop Smoking Program, sponsored by Beverly Hospital, will meet in four weekly sessions Sept. 26 - Oct. 17, 7:30-9 p.m. Registration fee is \$50 with a \$15 refund for successful participants. Call 922-3000, ext. 2480, to register.

PULMONARY EDUCATION: A 10-session series will be offered by Beverly Hospital for individuals with pulmonary disorders. Presentations will include rehabilitation, psychosocial issues, exercise, nutrition, medications, environment. Monthly program begins Sept. 27, 7 p.m. in the Pulmonary Clinic. There is no charge. For information, call 922-3000, ext. 2546.

A tiring ordeal

Karen O'Neill battles incurable lupus

By ANDREA ATKINS
Essex County Newspapers

BEVERLY — Twenty-seven-year-old Karen O'Neill of Rockport sat on the chair in Beverly Hospital's dialysis ward, seemingly hundreds of tubes running around her body.

Even so, the young woman was quick to smile and eager to chat with a guest.

She wants people who care to know about the mysterious disease that turned this energetic nursing student into a more subdued, more pensive prisoner.

Ms. O'Neill has systemic lupus erythematosus (commonly called lupus), a disease of the body's connective tissue. A disease for which doctors know no cause or cure. A disease so vague that it attacks any number of the body's organs — separately or in force. A disease so debilitating that it can take the spirit from someone like Ms. O'Neill and force it through new channels in an active mind.

"They said I can do swimming and stretching, that kind of exercise," said the woman who used to do a physical work-out every day. "I said to them, 'What do

you mean I can't jump on my trampoline?' "

For eight years now, Ms. O'Neill, a Rockport resident, has realigned her life, reset priorities and redirected her goals — all because of the disease that started as a nagging case of arthritis.

She was just 19 then, working hard toward a nursing degree and struggling for a life of independence — something she always wanted. But she was plagued by fatigue.

"The word fatigue doesn't even cover how you feel," she said last week with a smile. "I could sleep for 12 hours and still be tired. People say, 'How can you still be tired?' But they don't know."

Ms. O'Neill was diagnosed with lupus and left nursing school after finishing her first year. She tried to go back, but had to withdraw mid-way through the first semester.

"It was one of the most traumatic experiences of my life," she said.

Armed with a new determination, she became an X-ray technician and began working at her new profession. What she didn't realize was how much radiation was affecting her condition. Lupus victims often have a high photosensitivity.

When she developed blisters on her hands and face, she went to a doctor.

"After I told him what I was doing, he looked at me like I was crazy. Even with minimal exposure, the radiation was affecting the lupus," she said.

It was not long before the disease, which causes the body's immune system to virtually attack itself instead of protecting it, became completely debilitating. Ms. O'Neill, once an active, ambitious woman, was in bed most of the time.

"The only thing that saved me was my intelligence," she said last week. "I knew that it wasn't me. I hadn't really failed."

Lupus affects mostly women between the ages of 20 and 40. It is characterized in a variety of ways — from the skin rashes Ms. O'Neill experienced, to the arthri-

tis and rheumatism to hair loss, retention of water to psychosis and convulsions and change of hair color.

Treatment of the disease often depends on the case. There is no cure, so all doctors can offer is a way to relieve the symptoms. Ms. O'Neill takes prednisone, an anti-inflammatory drug. Because the drug is also an immuno-suppressant which inhibits the body from producing anti-toxins, lupus sufferers become susceptible to all kinds of germs. They catch colds easily and anything else that might be lurking around them.

Some people get the disease in mild cases. And although it is a lifetime ailment, it sometimes goes into remission.

For someone like Ms. O'Neill, the disease has caused fluid build-up around her heart — pericarditis — forcing her to undergo a painful and frightening medical procedure which drained the fluid from around the heart.

Her kidneys have been affected by the disease, which now forces her onto dialysis three times a week for three hours each visit. The treatment usually results in weight loss because the body's fluids are cleaned out. It also relieves the faint taste of urine that often invades the back of Ms. O'Neill's throat.

But it may also create severe cramps and shaking.

For Ms. O'Neill, the dialysis is also a measure of independence. She sets the machine up herself and makes sure she gets to the hospital three times a week for her treatment.

"I have made adjustments along the way. I have relearned many things," she said, noting her battle with the disease has been hard not only for her, but for her family as well.

"It's made me a stronger person — out of necessity. I had to be. There's so much that happens. Mood swings. I can go from happy to down in a second flat without any real trigger. But the big thing is to keep



Karen O'Neill of Rockport



ROCKPORT

positive. Because I'm an independent type, I want to handle it all myself. I feel bad every day to some extent, but very seldom do I let my family see me down and out."

Ms. O'Neill, who participated in a Boston forum on lupus this past Saturday, notes that the disease is more common than multiple sclerosis, but less known because of its vague manifestations.

And although she wants people to understand the disease, she hopes it doesn't affect their way of looking at her.

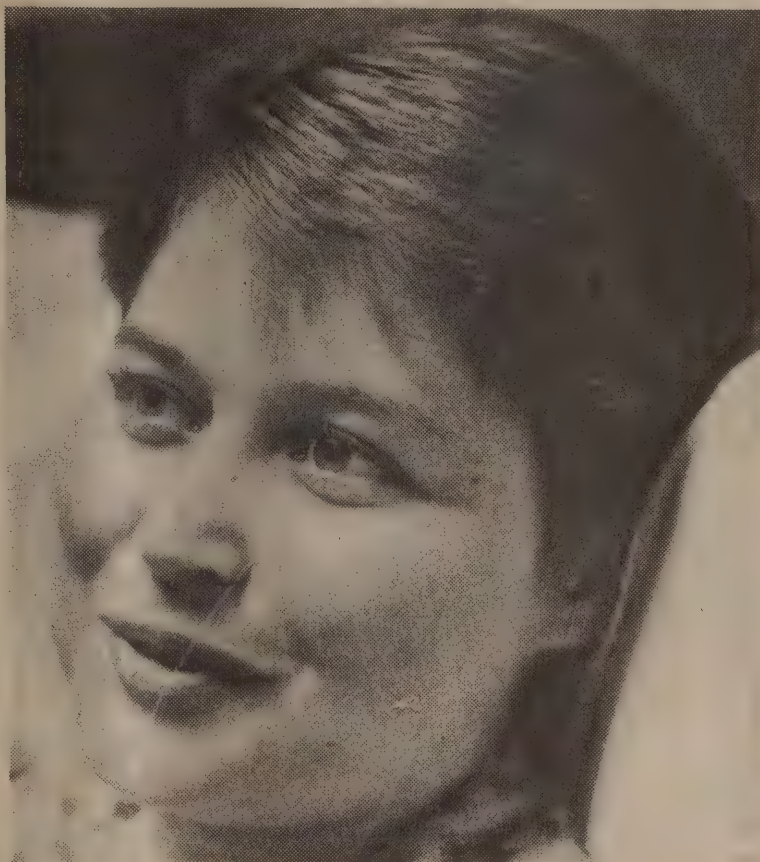
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A tiring battle

O'Neill copes with incurable lupus

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Donna Coveney photo

Karen O'Neill of Rockport visits Beverly Hospital three times a week for dialysis treatment.

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"I'm just Karen," she said. "And I want people to forget about the disease."

Community calendar

Wednesday **TIMES 9.19.84**

Hamilton Toughlove, sponsored by Hamilton Youth Commission, 7:30 p.m., Community House, Hamilton. For all parents experiencing problems with their children.

Diabetes Classes, 2-4 and 7-9 p.m., Salem Hospital. Registration, 741-1200. ext. 3001.

Overeaters Anonymous, 9 a.m., First Baptist Church, Beverly. Information, 927-2419.

Walker Transportation Collection, group meets 7-10 p.m., Cabot House, 117 Cabot St., Beverly. Visitors welcome. Information, 922-1186.

Cabot House, headquarters of Beverly Historic Society, open 10 a.m.-4 p.m., Wednesdays-Fridays, 117 Cabot St., Beverly. Balch House and Hale House open same hours. Admission \$1.50 adults, 50 cents children. Reduced rate for all three houses. Information, 922-1186.

Beverly Civil Air Patrol Squadron, 7-10 p.m., underground bunker, Beverly Airport, East Side. Teenagers welcome to join. Information, Squadron commander, 535-5584, 7-9 p.m. weekdays, except Wednesdays.

Stroke Club, 10 a.m. Davenport 4 conference room, Salem Hospital.

Alive to Live, 7:30-9 p.m., Davenport 2 conference room, Salem Hospital.

Support group for widows and widowers.

New Beginnings, fitness and weight control support group, 7 p.m., Racquet Time, 30 Prince St., Danvers. Men, women, children, handicapped welcome. Fees negotiable.

Blood Donor Center, American Red Cross, 1:30-9 p.m., 85 Lowell St., Peabody, 535-0600.

New Exhibit, Makoto Yabe and Yasuko Yabe, Art Center Gallery, Endicott College, Beverly.

Preschool Storyhours, ages 3½-5, 1 p.m., Beverly Public Library. Information, Children's Room, 922-0310.

Book Sale, 9 a.m.-3 p.m., lobby, North Shore Children's Hospital, Salem. Children's books, paperbacks, hardcovers, cook books. Proceeds benefit hospital.

Bible Study for Women, Regional Interdenominational, 9:30-11:30 a.m., First Congregational Church, Hamilton. Children welcome. Information, Cathy Hall, 468-1992, or Margot Rox, 468-7727.

Exercise Physiology for the Athlete and Coach, 7 p.m., Pulmonary Clinic, Beverly Hospital. No charge. Register with Bioenergetics Laboratory, 922-3000, ext. 2546.

Thursday

Overeaters Anonymous, 7:30 p.m., Second Congregational Church, 23 Conant St., Beverly; 7:30 p.m., Newman Hall, La Salette Shrine, Ipswich. No fees. Information, 927-2419.

Al-anon, 1 p.m., North Shore Detox Center cafeteria, Danvers State Hospital grounds.

Fairtown Squares of Topsfield, beginners class, 8 p.m., Masconomet Regional High School, Boxford. Information, 887-8095 or 535-0118.

Harborlight Food Co-op, 5:15-7:30 p.m., storage basement, First Baptist Church, Beverly. New members welcome. Information, Barbar Maver, 922-1386.

Action Energy Program, walk-in business hours, 9 a.m.-1 p.m., 39 Broadway, Beverly. Information, 927-9310.

Weight Watchers, 9:30 a.m. and 5:30 p.m., Herman A. Spear Post, American Legion Hall, Judson Street, Beverly. Leaders, Marilyn Mosier and Carol Campagna.

Blood Donor Center, 1:30-9 p.m., McCarthy House, 85 Lowell St., Peabody.

Lunch Program, noon, Salvation Army, 93 North St., Salem. Open to anyone in need.

Psalms, (People Support Advocacy Liberating Mental Sickness), support group for friends and relatives of the mentally ill, 7:30 p.m., Dane Street Congregational Church. Information, 922-4132 or 468-4567.

Women in Transition, support group for women aged 30-50 dealing with mid-life crisis, 7:30 p.m. Mental Health Center, Salem Hospital.

Acoustic Jam Session, 7 p.m., Shatswell's Books and Goods, 14 Derby Square, Salem. Acoustic musicians and singers welcome. Admission free. Refreshments provided. Information, 745-6406.

Elderly Health Clinic, sponsored by VNA of North Shore, 10-noon, Second Congregational Church, West Boxford. Information, 887-2511.

Elderly Health Clinic, sponsored by VNA of North Shore, 9-11, Box-Top Shop, Topsfield. Information, 887-2511.

"Little Nell," 8:30 p.m., Chase House Dinner Theater, Pickering Wharf, Salem. Dinner 7 p.m.; combination tickets, \$16.95-\$21.95.; show only, \$7. Reservations, 744-0000.

Toddler Storyhours, ages 2½-3½, 10:15 a.m., Beverly Public Library. Information, Children's Room, 922-0310.

Stress Management Seminar, 7:30-9 p.m., physician's conference room, Beverly Hospital.

Daughters of Isabella, 7:30 p.m., GAR Hall, Dane Street, Beverly. Auction follows meeting. Members bring unwrapped gift.

Boy Scout and Cub Scout Sign-up, 7:30 p.m., Troop 1 and Pack 1, First Baptist Church, Cabot Street; Troop 4 and Pack 4, Second Congregational Church, Conant Street; Troop 50 and Pack 49, Centerville Improvement Center, Essex Street; Troop 6 and Pack 102, Immanuel Congregational Church, Bridge Street, Beverly; all Salem troops and packs, 7:30 p.m., St. James Catholic Church, Federal Street, Salem. Boys must be accompanied by an adult.

Health Exchange 84, sponsored by Salem and Hunt Hospitals, Liberty Tree Mall, Danvers. Exhibits and free health screenings, reduced fee for blood chemistry.

Breakfast Seminar, sponsored by North Shore Health Planning Council's Employer Health Planning Service, 8-10 a.m., Holiday Inn, Route 1, Peabody. Speaker, Paula Griswald, "Health Benefits Plan Design: Considerations, Costs and Cautions." Fee \$10. Registration, Joanne Gravell, 531-7006 or 593-0246.

Jewish Federation of the North Shore, annual meeting, 7:30 p.m., Kernwood Country Club, Salem. Speaker, David Schoenbrun, journalist.

Siblings Class, evening, Beverly Hospital. Puppet show prepares young children for arrival of new baby. No charge. Information, 922-3000, ext. 2200.

ter, witnessed by the city clerk and handed to the chief of police, before any action can be taken. But, I still believe that the citizens of Beverly should take responsibility for their own dogs by putting them on a leash or in a closed in yard. It is as much for their protection as it is for the protection and consideration of other people and their property!

Dianne Cahill
Beverly

LETTERS

The Times encourages letters. They must be signed and include addresses for verification. Letters may be edited for libel or length. To avoid errors, letters should be typewritten, at least double-spaced, or clearly written on one side of the paper. Send them to Letters, The Times, Dunham Road, Beverly, Mass. 01915.

any cars are going to lose their undercarriage when they accidentally drive over it in the snow.

I only feel bad for the man who owns the store, for fear it will make people go elsewhere. Hopefully the city will at least paint the curbs white so we can see them at night.

Beverly

P.S. I think this call-in section is great. Good job!

Drivers are courteous and polite

I'm calling in regard to Tell it to the Times Sept. 17, 1984 — the title of the letter was "Taxi Company Drivers Rude."

I agree with the woman who called. She should complain if what she said happened is true. I take offense in that by her not naming the cab company she had this experience with, she does a disservice to all the taxicab companies in Beverly.

I, myself, use BJ Taxi on a regular basis and I find their drivers and dispatchers courteous, neat, friendly and polite. If she must complain publicly — do it the right way or, a better idea might be to put a call into the owner of the cab company in question.

Beverly

Cost overruns better spent

It's no secret that everybody wants a strong America and freedom from want for all. It's also granted by many that politics are dirty and corrupted, and why at this time of elections are not people asking their would-be aspirants and the press not asking all candidates, especially presidential and congressional office holders and aspirants, what they're going to do about the corruption that must exist between the military and industry that allows the cost overruns, preferential treatment and the 17-cent plastic parts that sell to the government for \$1,000.

We could still have a strong military and feed the hungry with the terrible and sinful waste, and nobody seems to want to do anything about it. Before you vote, try not at least ask the question!

Beverly

"Tell it to the Times" invites readers to phone in their views to the editor. Readers can dial 927-8686, 24 hours a day, seven days a week, and leave a spoken message on a tape recorder that will answer the call. Within two to three days, a transcript of the message will be published in this space under the "Tell it to the Times" heading. From time to time, callers may be asked to respond to specific questions. Comments of general interest on any subject are always welcome. Callers are not required to leave their names, just their home city or town. The Times reserves the right not to publish anything libelous or profane.

Manchester Chronicle - Sept. 14, 1984

PROCLAMATION

WHEREAS: Our emergency medical services system provides life-saving care to citizens in need in every city and town of Massachusetts and is a vital and essential service to the citizens of our communities; and

WHEREAS: Thousands of our police and fire department members, physicians, nurses and ambulance personnel have been trained in the life-saving care and treatment of medical and trauma emergencies; and

WHEREAS: Thousands of our citizens have learned to access their local emergency medical services systems and are continuing to learn techniques of First Aid and Cardiopulmonary Resuscitation so that they may help their fellow man in time of need; and

WHEREAS: Concerned citizens and officials are serving on emergency medical care committees throughout the state to guide the development and continual improvement of a comprehensive emergency medical care system; and

WHEREAS: The Office of Emergency Medical Services of the Massachusetts Department of Public Health in cooperation with the American College of Emergency Physicians is sponsoring the eighth annual Emergency Medical Services Week as a time to recognize the importance of this service;

NOW, THEREFORE: we do hereby proclaim the week of September 16 through 22, 1984 as EMERGENCY MEDICAL SERVICES WEEK IN MANCHESTER.

Board of Selectmen
Town of Manchester

September 4, 1984

THE SALEM, MASS., EVENING NEWS — WEDNESDAY, SEPTEMBER 19, 1984

7

Free health fair set for Cable Emergency

IPSWICH — On Wednesday, Oct. 3, a free health fair will be held at the Cable Emergency Service of Beverly Hospital from 11 a.m. to 7 p.m. on the first floor of the main building adjacent to the emergency room.

The fair is open to all area residents. Some of the screenings will include diabetes, hearing, blood pressure, anemia, lung capacity, nutritional and dental counseling. The Ipswich Lions Club will sponsor a glaucoma screening during the fair, assisted by the Bay Area VNA. All screenings are free.

Two tests will be added to this year's fair, which will include a nutritional analysis to allow participants to recognize their

mineral or vitamin deficiencies by screening what foods were recently eaten. Also, the health risk appraisal, a computerized test, which will allow participants to know what health risk category they fall into and information to improve one's health.

Those taking part in the screenings must be 18 or older.

Although participants are encouraged to take part in the entire fair, it is permitted to choose just the screenings of interest.

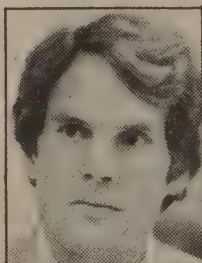
The display booths from local health agencies will be open to the public as well as display booths from the following hospital departments: bioenergetics, maternity, nutri-

tion and fitness center, occupational health, occupational therapy, pediatrics, physical therapy, respiratory therapy, radiology, sports medicine, surgery, volunteer service and lifeline program.

Representatives from the American Cancer Society, Hospice of the North Shore, Ipswich Council on Aging, North Shore Council on Alcoholism and senior home care will be among the agencies who will also have display booths and staff to answer questions.

Refreshments will be served to those attending the fair, and there is ample parking on the grounds. Contact Tina Ketchopulos in the community relations office for more information.

Athletes should watch it when the heat's on



STAYING HEALTHY

By John Zimmer

Heat illness is a frequent cause of disability in athletes.

Long distance runners and football players are most susceptible, that can occasionally prove to be life-threatening.

Football players are particularly vulnerable to the effects of heat and humidity while exercising in full dress and pads during any warm fall day.

Sweating is the way the body dissipates heat produced by muscular activity. The sweat evaporates and releases body heat.

Sweat is hypotonic — or more like water than normal body fluids — and therefore excessive sweating results in a water deficit.

If body water loss is not replaced, these clinical disorders can result: cramps, exhaustion and stroke.

Heat cramps are painful spasms of skeletal muscle commonly affecting the calf muscles. They are a direct result of fluid loss and can be prevented by replacing the water lost through perspiration.

Heat exhaustion is identified by fatigue, exhaustion and, in its extreme form, loss of consciousness.

These symptoms are also associated with profuse sweating. So much fluid has been lost through the sweating mechanism that there is an actual loss in blood volume. The symptoms of heat exhaustion can be reversed by providing copious amounts of water by drinking or, if necessary, intravenously.

Heat stroke is a life-threatening emergency.

It occurs after most of the body fluid has been

depleted so that the brain shuts down the sweating mechanism. The body's mechanism for losing heat is disrupted. This results in rising body temperatures which can lead to coma and death.

The hallmark is an unconscious patient who is not sweating. Immediate transportation to a hospital for intravenous fluid replacement can be lifesaving.

The emphasis by all athletes and coaches should be placed on recognizing those conditions that prevent any form of heat illness:

- All athletes should begin exercising one to three weeks prior to participating competitively.

- During practice, large amounts of water should be available to all athletes, *without restriction*. It is not necessary to replace fluid loss with anything more elaborate than water. A human can survive 30 days without salt replacement as long as water supply is adequate. Taking salt tablets during exercise should be condemned.

- Proper clothing that allows evaporation of sweat should be worn.

- The greater the humidity, the more difficult it is for the body to cool itself. Activities should be curtailed or postponed when the humidity reaches 95%.

- People who have large muscle mass and sweat excessively are more susceptible to heat illness. A player who loses over 7 percent of his body weight is at great risk for heat illness.

Dr. John Zimmer heads the sports therapy and treatment clinic at Beverly Hospital. His column will appear twice a month.

Anyone having questions about any information in Dr. Zimmer's column or their own problems, can write him in care of Grace Kusmeryk, Beverly Hospital, Community Relations Dept., Herrick Street, Beverly 01915 or call 922-3000.

Injuries are his conc

Zimmer hopes to inform the athletes and the public

By MARK MURPHY
Assistant sports editor

BEVERLY — Jim Rice isn't an athloid, and neither is Larry Bird.

But the majority of Americans who have developed recreationally athletic interests fit this word perfectly.

Athloid is a favorite word of Dr. John Zimmer, who operates the sports medicine clinic at Beverly Hospital.

"Everyone can consider themselves athloids," said Zimmer. "These are people who think of themselves as athletes but really aren't."

"It's sort of like a humanoid is something that isn't quite human."

Don't get the impression that Zimmer considers athloids the outcasts of the sports world. These are exactly the people he is trying to reach and hopefully educate.

Starting today in the Times, Zimmer is writing a column that addresses the injury problems of the athloid as well as athletes in organized scholastic and professional sports.

Dr. Zimmer's first column appears today on page B4.

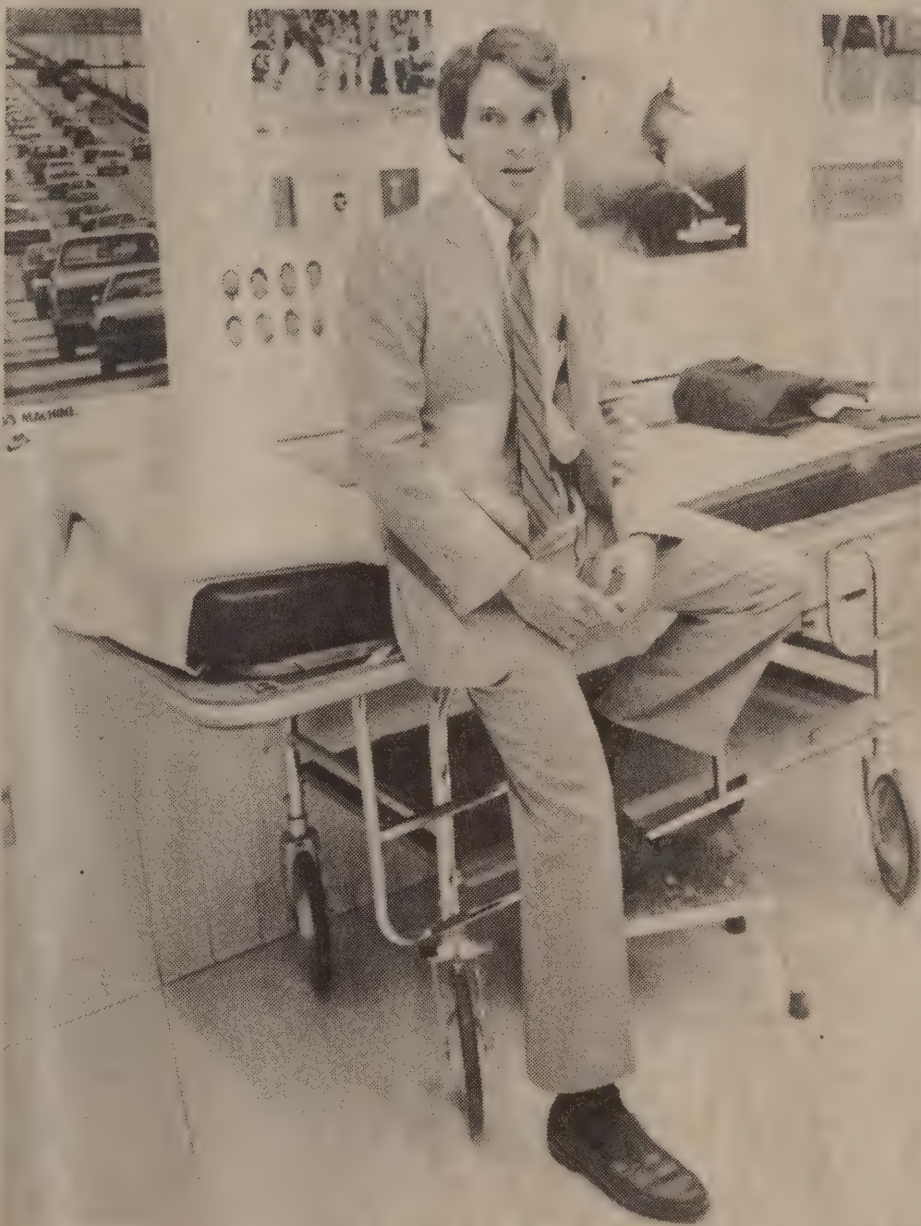
The column will also deal with the latest developments in preventative sports medicine.

"There is a lot of misinformation, and I want to address things in the right way," said Zimmer.

"We're a very athletically oriented community and the average sports participant is knowledgeable, but people also want to know what is wrong with them. There are a lot of buzz words going around but not everyone knows what they mean.

"Unfortunately, a lot of athletes try to get much of their information from other athletes," he added. "Sometimes it's good and accurate, but a lot of the time it's not."

"Some people might feel reticent about going to a sports clinic, but their injuries are no less important than an injury to, for example, a high school



Charles Corse photo

Dr. John Zimmer: "Everyone can consider themselves athloids . . . These are people who think of themselves as athletes but really aren't."

quarterback."

Zimmer is already heavily involved with the North Shore athletic community. He has set up knee injury programs with high school football teams from Beverly, Manchester and Gloucester.

"What I tell the coaches is that if they can prevent one knee injury, not only does that maximize the team's potential, it also insures the athlete's ability to take part on a recreational basis after his organized sports days are over.

"There are all sorts of methods to strengthen the knee, like weight training and endurance training," he said. "We have set up a knee exercise program with football players. There is also a lot of new protective gear, such as braces for interior linemen that are already being used in college programs, and next year we might work with the teams on finding funding for these items.

"But you're talking about equipment

TS ern

designed to prevent injuries as opposed to something to treat the injury after it happens, so it might be difficult to convince people of the importance."

So Zimmer hopes to educate the public, coaches as well as athletes.

A priority is dispelling myths.

"When you are dealing with the high school and small college athlete, the priorities naturally aren't the same as with the pros, where you have to get the player back out on the floor as soon as possible," said Zimmer.

"But our philosophy for all athletes is to diagnose the problem and treat him so he can start competing again. The athlete who comes in here wants to know that you understand he has been running five miles a day and doesn't want to hear someone tell him to take six months off.

"The time in getting an athlete back has really shortened."

Zimmer feels this last reality has developed the faith of coaches in orthopedic surgeons where it didn't exist before.

In this sense, Zimmer feels coaches also have to be educated.

"Part of the problem is that people who used to play a sport and are now coaching it, aren't always informed of what is new and available to them," said Zimmer.

"There are a lot of methods used by coaches and trainers that were handed down for no particular reason other than that it was always done."

He cited football, where the major injuries occur within the first two or three games, and "that's generally because players are still getting into condition.

"It's not the fault of the coaches, but due to the restrictions placed on pre-season practices and workouts. The key is to get the athletes into a program where they can work out on their own. That's important, because once the season begins, practices have to be based on getting ready for the next opponent.

"Coaches have been burned in the past in the respect that they didn't always have an open dialogue with the physician treating their athletes," added Zimmer. "If the coach is told that his star player is out for the season without an explanation, he starts to resent the physician's role.

"Players are still reticent to go to a doctor, and coaches are reticent to send their athletes for fear of being told 'your player will have to sit out the season.'

"I want to dispel this sort of thing right away."

15 WEEKLY
9.19.84

Courses

BEVERLY HOSPITAL, Beverly, offers Stress Management Seminar, six week program, Thursdays, starting Sept. 20. Registration fee \$30. For information and registration call 922-3000, ext. 2480. Weight Loss & Exercise, eight week course beginning Sept. 20. For information call 922-3000, ext. 3438.

TIMES 9.18.84

PAGE A9

Medicaid rates raised

SALEM — The state has dramatically raised surgical rates paid to doctors under the Medicaid program, an increase a local community group hopes will encourage doctors to re-enroll in the program.

According to the Essex County Community Organization (ECCO), a reduction of those Medicaid rates one year ago was a major cause of the current Medicaid boycott by many North Shore doctors.

ECCO has made the Medicaid issue a factor in two recent proposals by local hospitals to expand their facilities.

But now the Massachusetts Rate Setting Commission has raised surgical rates to doctors, ECCO said, restoring all rates reduced last year and leaving in place last year's rate increase for non-surgical procedures.

The change will result in a substantial monetary gain for the doctors, an ECCO press release said.

Kathy Hall, president of ECCO, a group which has been working to end the doctors' boycott, said she had mixed feelings about the rate increase.

"We've never felt that the doctors needed more money. The average ob/gyn in a group practice makes over \$100,000 a year. A single mother struggling to get by on a welfare grant has a hard time listening to doctors pleading poverty," she said.

At the same time, Hall expressed hope that the increased fees would finally bring doctors back into the Medicaid program.

"This removes the last obstacle to physician participation in Medicaid, since the state has already eliminated red tape and sped up the payments. The bottom line for us is access to the doctor of our choice, and if raising the rates is what it takes to get that, then so be it," she said.

The higher fees went into effect Sept. 1, but Ms. Hall said she had not heard of any doctors re-enrolling in the program yet. "We'll give them a few weeks, and if they still haven't joined, we will want to meet with them to find out why. They really don't have any excuses left," she said.

ECCO raised concerns about equal access to health care for Medicaid and Medicare patients by opposing expansion projects by both Hunt Memorial Hospital in Danvers and Salem Hospital.

Hunt's proposed clinic at the Liberty Tree Mall was approved by the North Shore Health Planning Council after the hospital agreed to provide access for Medicaid patients.

ECCO has opposed a \$22 million expansion and renovation at Salem Hospital. However, doctors there voted last month to set up a referral system to connect Medicaid patients with appropriate specialists at the hospital.

Salem's expansion plans are under review by the Health Planning Council.

Stress to be seminar topic at hospital

Boxford resident Rita H. Losee R.N. will be leader of a stress management seminar to be offered at Beverly Hospital beginning Thursday, Sept. 20, from 7:30 to 9 p.m.

The class will continue to meet every Thursday for six weeks through Oct. 25. All sessions will be in the physicians' conference room.

Stress is believed to be a contributing factor in 80 percent of the medical problems affecting contemporary Americans. In addition, stress and its byproducts including hypertension, drug and alcohol abuse, cardiovascular disease, and depression, cost the

economy \$75 billion annually.

Losee's seminar is designed to teach effective techniques for reducing the impact of stress on the body, in interpersonal relationships, and in work productivity.

Her goals include creating awareness of factors causing stress, personal reactions to these stressors, coping strategies, and relaxation techniques.

Her format includes group participation, assessment tools, audiovisuals, and experiential instruction. Cost of the seminar is \$30 and class size will be limited. Pre-registration

is requested. Call Beverly Hospital Community Relations Department.

Medical services week set

At the request of John Good, vice president of community relations and development at Beverly Hospital, the board proclaimed the week of Sept. 16-22 Emergency Medical Services Week. The proclamation, signed by the board, speaks of the importance of an emergency medical services system which provides lifesaving care to the citizens of Essex and every town and city in the state, and the work of police and firefighters, emergency medical technicians, registered nurses and emergency physicians.

Stress management offered by hospital

A stress management seminar will be offered by the Beverly Hospital beginning Thursday, Sept. 20, from 7:30 to 9 p.m.

The cost is \$30 for the seminar and pre-registration is requested. Call the hospital at 922-3000, ext. 2480, for further details.

Essex Chronicle 9.20.84

BALTIMORE NEWS 9.20.84

Neighbors fight nursing home plan in Peabody

By CLINTON WILDER
News Staff

PEABODY — Virtually all the residents of a West Peabody neighborhood have vowed to fight the construction of a proposed Lowell Street nursing home they say will increase already congested traffic, decrease property values and urbanize a scenic residential area.

Seventy-four residents of Lowell, Carpenter and Danforth streets, Anita Road and Larabee Terrace have signed a petition saying they "strongly protest" the 142-bed Fieldstone Nursing Care Center proposed for the 3.2 acre site at 583 Lowell St., located west of Route 1 near

Goodale Street. The North Shore Health Planning Council is currently reviewing the application for the nursing home, one of two that have been proposed for Peabody.

"If that goes in, we shouldn't call this suburbia anymore, we might as well call it a city," said a 31-year Carpenter Street resident who requested anonymity. "The traffic is already tremendous; I can't get off my street (onto Lowell Street) sometimes. West Peabody was once a beautiful area, that's why we moved up here."

Ward 5 City Councilor Jimmy Miller said he has found the

NURSING

(Continued on page 8)

former Kulak Farm, which residents believe should be designated as an historic landmark. Sold in 1981 by the parents of Assistant City Solicitor Daniel B. Kulak to Vermont native Real B. Robillard, the land is still used for growing corn.

The Mediplex Group of Newton, which currently runs nursing homes in Beverly and other cities, also has an application before the North Shore Health Planning Council for a 142-bed nursing home, the Peabody Glen Nursing Care Center, at 93-97 Andover St. Health Council officials have said they will not approve both nursing home proposals in Peabody.

The 74 signatures on the protest letter were collected by Arthur P. Zetlan of 13 Anita Road, who urged his neighbors to "put a stop to the ruination of West Peabody at the greed of outsiders." Copies have been forwarded to Mayor Peter Torigian as well as Ledgewood Health Care Corp.

TIMES 9.21.84

PULMONARY EDUCATION: People suffering from chronic obstructive pulmonary disease are invited to take part in a 10-month pulmonary education program sponsored by the Beverly Hospital.

An introductory session will be held on Thursday, Sept. 27 to acquaint participants with the benefits and limitations of a pulmonary rehabilitation program, the goals of rehabilitation and the disease process.

Ips. Chronicle

Page 14 - Thursday, September 20, 1984

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Cable Emergency to hold health fair

A free health fair will be held at the Cable Emergency Service on Wednesday, Oct. 3. The health fair will be open to all area residents, from 11 a.m. to 7 p.m. on the first floor of the main building, adjacent to the emergency room.

Some of the screenings will include diabetes, hearing, blood pressure, anemia, lung capacity, and nutritional and dental counseling.

The Ipswich Lions Club will sponsor a glaucoma screening during the fair, assisted by the Bay Area VNA. All screenings are free of charge.

Two tests to be added to this year's fair will include a nutritional analysis to allow participants to recognize their mineral or vitamin deficiencies by screening what foods were recently eaten. Also, the health risk appraisal, a computerized test, will allow participants to know what health risk category they fall into and beneficial information to improve one's health.

There are no fees charged for any of the screenings. Those taking part in the screenings must be 18 years of age or older. Although participants are encouraged to take part in the entire fair, it is permitted to choose just the screenings of interest.

The display booths from local health agencies will be open to the public as well as display booths from the following hospital departments: bioenergetics, maternity, nutrition and fitness center, occupational health, occupational therapy, pediatrics, physical therapy, respiratory therapy, radiology, sports medicine, surgery, volunteer service and life-line program.

Representatives from the American Cancer Society, Bay Area V.N.A., Hospice of the North Shore, Ipswich Council on Aging, Ipswich Lions Club, North Shore Council on Alcoholism and Senior Home Care will be among the agencies who will also have display booths and staff to answer questions.

Light refreshments will be served to those attending the fair, and there is ample parking on the grounds.

For further information, contact Tina Ketchopulos in the Community Relations Office of Beverly Hospital, 922-3000, extension 2480.

BABYSITTING COURSE: Community service of Hamilton and Wenham Inc. is sponsoring a babysitting course for children of 11 years or older. Beverly Hospital will conduct the three-session course at the Community House. Classes will be held from 3-5 p.m. on Tuesday, Wednesday, and Thursday, Oct. 2-4.

Classes are designed to provide future babysitters with skills needed in all types of situations. Topics to be covered include telephone protocol, child development, diapering, accident prevention, first aid — including choking — police and fire safety, discipline of children and ethics.

A list of graduates will be maintained at the Hamilton Library, the Beverly Hospital, and the Information and Referral Center at the Community House.

Those who successfully complete the course will be awarded a certificate.

The fee for the course is \$5. The class is limited to 10, so early registration is essential. To register, call the Community House at 468-4818.

STOP SMOKING PROGRAM:

A stop smoking program will be offered by the Beverly Hospital beginning Sept. 26. Classes will be held on four consecutive Wednesdays from 7:30-9.

The program will be conducted by Rita Losee, a psychiatric nurse with extensive experience in counseling for personal growth.

"We will examine smoking behaviors and triggers to smoking," says Ms. Losee. "We will then develop techniques to avoid smoking occasions and alternative behaviors or coping mechanisms to reduce the urge to smoke."

Ms. Losee adds that each participant will monitor his or her cigarette consumption and establish a quit smoking day.

A registration fee of \$50 will be charged, with a \$15 refund for successful participants. As the group size will be limited, advance registration is requested through the Beverly Hospital Community Relations Department, 922-3000, ext. 2480.

GOINGS ON

TIMES 9.21.84

FREE HEALTH FAIR: A free health fair will be held at the Cable Emergency Service of Beverly Hospital Wednesday, Oct. 3, from 11 a.m. to 7 p.m.

Included will be a glaucoma screening, sponsored by the Ipswich Lions Club and the Hospital Bay Area Visiting Nurses Association. Screenings sponsored by the hospital will include: diabetes, anemia, hearing, blood pressure, lung capacity, nutritional and dental counseling.

Display booths from local health agencies and several hospital depart-

ments, including bioenergetics, maternity, nutrition & fitness center, occupational health, occupational therapy, pediatrics, physical therapy, respiratory therapy, radiology, sports medicine, surgery, volunteer service and lifeline.

Representatives from the American Cancer Society, Bay Area V.N.A., Hospice of the North Shore, Ipswich Council on Aging, Ipswich Lions Club, North Shore Council on Alcoholism and Senior Home Care will also have display booths and staff on hand to answer questions.

For further information, contact the community relations office at 922-3000, ext. 2480.



Donna Coveney photo

Emergency room nurses talked to children at the North Beverly elementary school about treatment they might someday receive in an emergency room. Here a nurse wraps Jennifer's arm, while Jeff looks on.

Beverly Beams Commentary by Emmett Evans

Learn to Stop Smoking

SUN. POST
9.23.84

BEVERLY — Beverly Hospital will sponsor a Stop Smoking Program consisting of four weekly sessions from September 26 to October 17. Each session will run from 7:30 to 9 p.m. Call the hospital to register. There is a registration fee.

For further information, interested persons may contact the Beverly Hospital Bioenergetics Laboratory.

KEYNOTE SPEAKER: A keynote address by Mag-
... founder of the ...

Briefly

NEWS 9.24.84

Stop smoking

BEVERLY — Beverly Hospital will offer a stop smoking program over four consecutive Wednesdays, beginning Sept. 26.

Classes will meet from 7:30 to 9 p.m. and will be conducted by Rita Losee, a psychiatric nurse with experience in counseling for personal growth.

"We will examine smoking behaviors and triggers to smoking," Losee said. "We will then develop techniques to avoid smoking occasions and alternative behaviors or coping mechanisms to reduce the urge to smoke."

She said each participant will monitor his or her cigarette consumption and establish a quit smoking day.

A registration fee will be charged with a smaller refund for successful participants.

The group size is limited and advance registration is advised through the Beverly Hospital Community Relations Department.

PULMONARY EDUCATION: People suffering from chronic obstructive pulmonary disease are invited to take part in a 10-month pulmonary education program sponsored by the Beverly Hospital.

An introductory session will be held on Thursday, Sept. 27, to acquaint participants with the benefits and limitations of a pulmonary rehabilitation program, the goals of rehabilitation and the disease process.

The educational series is specifically designed for those suffering from chronic bronchitis, emphysema, asthma or other lung diseases. The program will provide information to improve physical conditioning, cope with breathing problems and learn to live more independently.

Future sessions will include discussion of psychosocial issues, home care and equipment, energy conservation and strengthening exercises, nutrition, medications, emotional distress, when to call your physician and environmental issues.

All sessions will begin at 7:30 p.m. in the hospital's pulmonary clinic. The program is free of charge, and subsequent sessions will be held on the last Thursday of each month.

NURSING HOME PLACEMENT: "How To Prepare For Nursing Home Placement" will be the topic for a panel discussion hosted by Mediplex of Beverly, on Oct. 10 at 7 p.m.

Speakers will include Terry Hilgartner-Dunham, BS RN, from Bay area VNA, discussing placement from home; Karen Tompkins, LSW from Beverly Hospital, discussing placement from the hospital; and Patrick Devlin from the Lawrence Long Term Care Unit to discuss how to apply for medical assistance. The panel will be moderated by Susan Haas, MSW, director of social service at Mediplex. Following the discussion there will be a question and answer period. Refreshments will be served.

For reservations and further information, contact Susan Haas at Mediplex of Beverly, 927-3260.

ARTHRITIS: The Arthritis Foundation, Massachusetts Chapter will hold a public education program, co-sponsored by Pfizer Inc., and the Beverly Council on Aging, to be held at the Beverly Commons, Route 1A, on Oct. 16 at 10 a.m.

The guest speaker will be William Lloyd, M.D., rheumatologist at Salem and Beverly hospitals. The topic for the program will be "The Facts and Fallacies of Arthritis and its Treatment." Free brochures regarding arthritis will be available to all in attendance.

Arthritis foundation

9.26.84

The Arthritis Foundation, Massachusetts chapter, will conduct a public education program co-sponsored by Pfizer Inc. Thursday at 10 a.m. at the Senior Center at 180 Main St.

The guest speaker will be William Lloyd, M.D., rheumatologist at Salem and Beverly Hospital. The topic for the program will be "The Facts and Fallacies of Arthritis and its Treatment." Free brochures regarding arthritis will be available to all in attendance.

The Arthritis Foundation is the only national voluntary health association dedicated to defeating the nation's number one crippling disease... arthritis. Located at 59 Temple Place in Boston, the Massachusetts Chapter serves more than 832,000 arthritis victims in the Commonwealth.

TIMES 9.26.84

9.24.84

Doctors plan to return to Medicaid

BEVERLY — Doctors practicing in obstetrics and gynecology at Beverly Hospital announced their intention to sign contracts with the Medicaid program, re-enrolling the nine physicians as providers in the state-funded health plan.

The specialists had declined to participate in the program since last fall because of delays in receiving payments, because of administrative burdens caused by a cumbersome reporting process and rate reductions for certain procedures.

A large number of Ob-Gyn specialists throughout the North Shore had dropped out of the program and social service agencies representing low income families have lobbied for their re-enrollment and have picketed some hospitals to draw attention to the impact on the disadvantaged.

The physicians at Beverly Hospital who are re-enrolling are: Henry Ramini, John Garry, John Mutterperl, Dolores Emspak, Robert McLellan, Stephen Wolanske, Arpana Shah, Bernard Levine and Steven Blumberg. All are members of the Beverly Hospital Medical Staff with privileges in obstetrics and gynecology.

Although the doctors have not accepted Medicaid payments for the past year, Beverly Hospital President Robert R. Fanning Jr. said interim measures had been im-

plemented to assure that obstetrical and gynecological services were available to all area residents, regardless of the situation between Medicaid and the physicians.

"Our entire medical staff has been cognizant of the concerns or low income families in regard to access to quality medical care," said Fanning. "I commend our Ob-Gyn specialists for their demonstration of good faith in deciding to re-enroll in the Medicaid program."

Fanning added that the physicians' will cooperate with Medicaid on their concern the public interest recognition of the state to improve Medicaid operations.

The doctors' comes in the wake of Michael Dukakis' Ob-Gyn practitioners enroll in the program, assuring the available health care for recipients.

According to the state has been laboratively to resolve the issues which initially caused physicians to reject Medicaid participation.

This effort has resulted in restored rates for Ob-Gyn services, improvement of timely payment to physicians and development of mutually satisfactory audit procedures.

"The governor and his administration have demonstrated their willingness to rectify the problems brought to their attention," said John Garry, M.D., speaking on behalf of his colleagues. "We should support their efforts through our leadership in re-enrolling in the program."

ESSEX

Gloucester Times 9.26.84.

Quit-smoking program planned

ESSEX — A stop-smoking program will be offered at Beverly Hospital, starting today.

The classes will be held on four consecutive Wednesdays, 7:30 to 9 p.m.

The program will be conducted by Rita Losee, a psychiatric nurse with experience in counseling and personal growth. Ms. Losee plans to examine the smoking behaviors and speak about what drives one to smoke. Techniques will be developed to help people avoid smoking and to help with alternative behaviors or coping mechanisms which will reduce the urge to smoke.

Each person taking part will monitor their own cigarette consumption, and establish for themselves a "quit-smoking day."

A registration fee of \$50 will be charged, with a \$15 refund for successful participants. Those wishing to attend should call the Community Relations Department at the hospital, 922-3000, extension 2480.

Babysitting taught in Hamilton 9.26.84

Community Service of Hamilton and Wenham Inc. will sponsor a babysitting course for children 11 years and older.

Beverly Hospital will conduct this three-session course at the Community House on Bay Road, Hamilton. Classes will be held Oct. 2, 3 and 4 from 3 to 5 p.m.

The classes are designed to provide future babysitters with the skills needed to handle a wide variety of situations. Topics to be covered include telephone protocol, child development, diapering, accident pre-

vention, first aid including choking, police and fire safety, disciplining children and ethics.

A list of graduates will be maintained at the Hamilton Library, the Beverly Hospital and at the Information and Referral Center at the Community House. Those who successfully complete the course will be awarded certificates.

The fee for the course is \$5. The class is limited to 10 so early registration is advisable. To register, call the Community House at 468-4818.

Health fair

A free health fair will be held at Cable Emergency Service of Beverly Hospital in Ipswich Wednesday, Oct. 3, from 11 a.m. to 7 p.m. Free screenings and tests, nutritional and dental counseling and more.

Alton Sept 27, 1984

Lowell State Times Sept 27, 1984

Pulmonary disease program

People suffering from chronic obstructive pulmonary disease are invited to take part in a 10-month pulmonary education program being sponsored by Beverly Hospital.

An introductory session will be held at the hospital tonight to acquaint participants with the benefits and limitations of a pulmonary rehabilitation program. Anyone unable to attend this session can attend the remaining programs which will be held on the last Thursday of each month at 7:30 p.m. in the hospital's pulmonary clinic.

The educational series will deal with the limitations of the diseases, goals of rehabilitation and the disease process. It is designed for those suffering from chronic bronchitis, emphysema, asthma or other lung diseases. The program will provide information about improving physical conditioning, coping with breathing problems and learning to live more independently.

Future sessions will include discussion of psychosocial issues, home care and equipment, energy conservation and strengthening exercises, nutrition, medications, emotional distress, when to call a physician, and environmental issues.

The program is free and those wishing additional information can call the Bioenergetics Laboratory at the hospital 922-3000.

Pulmonary series planned

BEVERLY — People suffering from chronic obstructive pulmonary disease are invited to take part in a 10-month pulmonary education program sponsored by Beverly Hospital.

An introductory session will be held today, to acquaint participants with the benefits and limitations of a pulmonary rehabilitation program, and the goals of rehabilitation and the disease process.

The educational series is designed for those suffering from chronic bronchitis, emphysema, asthma or other lung diseases. The program will provide information to improve physical conditioning, cope with breathing problems and learn to live more independently.

Future sessions will include

discussion of psycho-social issues, home care and equipment, energy conservation and strengthening exercises, nutrition, medications, emotional distress, when to call your physician, and environmental issues.

All sessions will begin at 7:30 p.m. in the hospital's pulmonary clinic. The program is free of charge.

For further information contact the Beverly Hospital Bioenergetics Laboratory.

Free health fair to be at Cable Emergency

A free Health Fair will be held at the Cable Emergency Service, County Road, Ipswich on Wednesday, Oct. 3 from 11 a.m.-7 p.m.

Some of the screenings will include glaucoma, vision, diabetes, hearing, blood pressure, anemia, lung capacity, nutritional and dental counseling.

The Glaucoma Screening will be sponsored by the Ipswich Lions Club and assisted by the Bay Area V.N.A.

Two tests to be added to this year's Health Fair will include a nutritional analysis to allow participants to recognize their mineral or vitamin deficiencies by screening what foods were recently eaten.

Also, the Health Risk Appraisal, a computerized test, will allow participants to know what health risk category they fall into.

There is no charge for any of the screenings and participants may choose the test they wish to participate in if they do not want to take part in the entire Health Fair.

Information booths will be available with take-away materials. Agencies to be represented will include: American Cancer Society, Bay Area V.N.A. Hospice of the North Shore, Ipswich Council on Aging, Ipswich

Lions Club, North Shore Council on Alcoholism, Senior Home Care and W.I.C.

Display booths from the Beverly Hospital and Cable Emergency will include bioenergetics, maternity, nutrition and fitness center, grandparenting booth, occupational therapy, pediatrics, physical therapy, respiratory therapy, radiology, sports medicine, surgery, volunteer service and lifeline program.

Light refreshments will be served throughout the day and there is ample parking on the grounds.

The Cable Emergency is located in the former Cable Memorial Hospital Building at the intersection of Routes 133 and 1A.

For further information, call 922-3000, ext. 2480.

Health fair Wednesday

IPSWICH — A free health fair will be held at Cable Emergency Center, County Road, Wednesday from 11 a.m. to 7 p.m.

Some of the screenings to be conducted include vision, hearing, diabetes, blood pressure, anemia and lung capacity. Dental and nutritional counseling, health risk appraisals, elderly services information and informational booths with take-away materials will also be on hand.

All screenings are free. Participants must be 18 years or older.

The fair is open to the public. For more information, contact the community relations office of Beverly Hospital.

Babysitting course

HAMILTON-WENHAM — Community Service is sponsoring a babysitting course for children over age 11.

The course will be taught at the Community House with staff members from Beverly Hospital in charge of the actual instruction.

Topics which will be covered include use of the telephone, child development, diapering, accident prevention, first aid, police and fire safety, discipline and ethics.

Lists graduates of the course will be maintained at the Hamilton Library, Beverly Hospital and at the Community House for parental reference.

The course costs \$5 and the class is limited to 10 children. More information can be obtained by calling Marie Saunders at the Community House.

BABYSITTING COURSE: A babysitting course at the Community House has been postponed until Oct. 9.

Sponsored by Community Service of Hamilton and Wenham Inc., the course is for children of 11 years or older. Beverly Hospital will conduct the three-session course on Tuesday through Thursday, Oct. 9-11 from 3-5 p.m.

Classes are designed to provide future babysitters with skills needed in all types of situations. Topics to be covered include telephone protocol, child development, diapering, accident prevention, first aid — including choking — police and fire safety, discipline of children and ethics.

Doctors' joining Medicaid praised

BEVERLY — The Essex County Community Organization this week praised a decision by obstetrical and gynecological staff at Beverly Hospital to re-enroll in the state Medicaid program.

However, the group warned it intends to ask the state to rescind recent rate increases for surgery unless more doctors re-enroll in the weeks to come.

ECCO, a community group with several hundred low and middle income members on the North Shore, has been organizing for the past year to force area doctors to end their boycott of Medicaid patients and re-enroll in the program.

In an effort to get area hospitals to require staff physicians to accept Medicaid, ECCO has picketed hospitals, opposed hospital expansion plans, and filed complaints with the state attorney general's office.

Two hospitals, Hunt Memorial and Salem, have responded to ECCO's pressure by proposing referral systems, through which all

doctors with admitting privileges would be required to treat Medicaid patients for free on a rotating basis.

ECCO president Kathy Hall called such plans "a step in the right direction," but added ECCO would continue to push for re-enrollment as "the only solution which gives Medicaid patients the freedom to choose which doctors they see."

"We are delighted that the Beverly Hospital ob/gyns have decided to accept Medicaid again," said Hall. "Unfortunately, the problem is not limited to Beverly — or to ob/gyns. At Beverly Hospital, for example, the orthopedic doctors and general surgeons are still boycotting Medicaid, and we want to see them re-enroll as well."

Ms. Hall speculated that the announcement by the ob/gyns may have had more to do with the hospital's proposed surgi-center, which ECCO is opposing, than with the re-

cent increase in rates paid to doctors under Medicaid.

"The rate increase was pushed through on an emergency basis, which is unfortunate, because it means the state doesn't have to hold a public hearing until after the fact," noted Hall. "We would have preferred that the state get commitments from the doctors to re-enroll before establishing the rates. It's not clear whether the increase, as generous as it is, will bring the rest of the doctors back — and if it doesn't, the state will have thrown away over \$10 million of the taxpayers' money."

ECCO plans to propose that the rate increase be rescinded unless it can be shown that it has resulted in the re-enrollment of sufficient numbers of physicians in each community and each medical priority. "The action by the Beverly ob/gyns is a welcome first step, but we need to see a lot more progress in the very near future," said Ms. Hall.

NS SUNDAY 9.30.84 10

Beverly rejoins Medicaid

Kathy Hall says it's a good first step, but she's hoping for more.

The president of the Essex County Community Organization, Hall says last week's decision by obstetricians and gynecologists at Beverly Hospital to re-enroll in Medicaid is "the best thing we've seen in the area. But we need to see a lot more progress" at other hospitals, she adds.

Citing what they said were low fees and heavy paperwork demands, ob/gyns began dropping out of Medicaid a year ago. Other medical specialists have followed them. ECCO has made equal access to medical care an issue at licensing hearings for local hospital expansions.

The announcement by the Beverly doctors came shortly after Gov. Mike Dukakis announced changes in the Medicaid program, including restoration of higher fees for certain services. All nine ob/gyns affiliated with the hospital will re-enroll "in the near future," says hospital spokeswoman Grayce KUSHMEREK.

Both Hunt and Salem hospitals have agreed to establish a rotating Medicaid referral system, assuring that all Medicaid recipients will be able to be seen for free. Those plans are not yet in operation, and ob/gyns at those

hospitals have not indicated any intention to rejoin Medicaid.

Such re-enrollment, says Hall, "is the only solution which gives Medicaid patients the freedom to choose which doctors they see."

If other doctors do not come back into Medicaid, Hall says, ECCO will seek to have the recently restored rates rescinded when the state Rate Setting Commission meets Oct. 5.

Lynn Sunday Post
9/30/84

er Advertising Decision

with Medicaid is based on their concern for serving the public interest as well as recognition of the state's efforts to improve Medicaid policy and operations.

The doctors' agreement comes in the wake of Governor Michael Dukakis' urging of all ob-gyn practitioners to re-enroll in the program, thereby assuring the availability of adequate health care for Medicaid recipients.

According to the Governor's communication, the state has been working collaboratively to resolve the issues which initially caused physicians to reject Medicaid participation. This effort has resulted in restored rates for Ob-Gyn services, improvement of timely payment to physicians and development of mutually satisfactory audit procedures.

"The Governor and his administration have demonstrated their willingness to rectify the problems brought to their attention," said John Garry, M.D., speaking on behalf of his colleagues. "We should support their efforts through our leadership in re-enrolling in the programs."

People suffering from chronic obstructive pulmonary disease are invited to take part in a 10-month pulmonary education program sponsored by the Beverly Hospital.

An introductory session will be held on Thursday, to acquaint participants with the benefits and limitations of a pulmonary rehabilitation program, the goals of rehabilitation, and the disease process.

The educational series is specifically designed for those suffering from chronic bronchitis, emphysema, asthma or other lung diseases. The program will provide information to improve physical conditioning, cope with breathing problems and learn to live more independently.

Future sessions will include discussion of psycho-social issues, home care and equipment, energy conservation and strengthening exercises, nutrition, medications, emotional distress, when to call your physician and environmental issues.

All sessions will begin at 7:30 p.m. in the hospital's pulmonary clinic. The program is free of charge, and subsequent sessions will be held on the last Thursday of each month.

For further information, interested persons may contact the Beverly Hospital Bioenergetics Laboratory.

BIRTHDAY PARTY: The fifth annual birthday party for children born at the Beverly Hospital will be held Oct. 13 from 1-3 p.m. on the lawn opposite the hospital emergency room.

This year's honored guests are all children born at Beverly in 1979. They will be treated to cake, ice cream and lemonade, balloons, coloring books and fire engine rides.

Characaters from local restaurants will make appearances during the afternoon. Prizes will be awarded to the youngest, oldest, tallest, shortest and child with most freckles.

A clown/magician will provide additional entertainment. Staff of the hospital's Maternity Unit and Community Relations Department conduct the popular party each year. As many as 150 children have attended in prior years.

Rain date for the party is the following Saturday Oct. 20.

Invitations have been sent to the 676 children born in 1979 at the hospital. Those planning to attend are asked to pre-register by calling the Maternity Unit.

CANCER SUPPORT GROUP: Living with cancer is the focus of a new support group being organized at the Beverly Hospital.

Based on interest expressed by cancer patients and family members, the group will meet monthly beginning Monday, Oct. 22, from 3-4:30 p.m.

The first session will include a film and discussion on chemotherapy. Speakers will be Donna Barnard, M.D., oncologist and director of the Beverly Hospital Oncology Clinic, and Renee Burke, R.N., oncology nurse.

All oncology patients, families and others interested in participating are invited to join the monthly support group.

A questionnaire is currently being circulated by the hospital to determine those topics which are of greatest interest to potential group members.

Subjects under consideration for future sessions include radiation, surgery, attitudes and feelings, financial concerns, home care, community services returning to work and job retraining.

For further information on the oncology support group, contact Barbara Schaefer, MSW, in the Social Security Department at Beverly Hospital.

BREAST SELF EXAMINATION: The teaching program meets monthly on second Thursdays at Beverly Hospital, 7:30 p.m. Film, demonstration and group discussion are conducted by an oncology nurse specialist. There is no charge, but registration is requested through Beverly Hospital Outpatient Department, 922-3000, ext. 2740.

TIMES 10.2.84

Health screening slated in Ipswich

GLOUCESTER TIMES 10.1.84

ESSEX

ESSEX — Residents 18 years old and up can take part in the free Health Fair Wednesday, Oct. 3, at the Cable Emergency Service on County Road in Ipswich, 11 a.m. to 7 p.m.

The Health Fair will be held on the first floor of the main building, adjacent to the emergency room.

Personnel from Beverly Hospital will conduct screenings for diabetes, hearing, blood pressure, anemia, lung capacity, nutritional and dental counseling.

The Ipswich Lions Club and members of the Bay Area Visiting Nurse Association will sponsor a glaucoma screening during the fair.

Two tests added to this year's fair are a nutritional analysis, to determine mineral and vitamin deficiencies by screening what foods were recently eaten, and a health risk appraisal.

There are no fees for any of the screenings, and participants can go through as many screenings as they wish.

Along with the testing.

Health Fair will include display booths from local health agencies, and booths from various departments of the hospital. From the hospital, representatives of bioenergetics, maternity, the Nutrition and Fitness Center, occupational health, occupational therapy, radiology, sports medicine, surgery, the volunteer service and the Lifeline Program will all be present.

Representatives from the American Cancer Society, Bay Area Visiting Nurses Association, Hospice of the North Shore, Ipswich Council on Aging, Ipswich Lions Club, North Shore Council on Alcoholism, and Senior Home Care also will be at the fair.

Light refreshments will be served during the fair to those taking part and there is parking on the grounds of the Emergency Service.

Anyone wishing further information about the health fair can call Tina Ketchopoulos in the Beverly Hospital Community Relations office, 922-3000, extension 2480.

Hospital: Nursing home would be good neighbor

By MATTHEW SOERGER

BTV.

Times staff

10.3.84

PEABODY — A meeting is scheduled for next week to try to convince West Peabody residents that a nursing home at 583 Lowell St. would — contrary to the fears of nearby homeowners — be a "good neighbor."

"That's really what our hope is," said Jack Good, director of community relations at Beverly Hospital, whose parent company has proposed building a 142-bed nursing home in the residential West Peabody neighborhood.

"We're going to try and show them that a nursing home is a good neighbor, that most nursing homes are built in residential areas, not urban areas," Good said. "They've got to be in a tranquil setting — for the benefit of the patients."

Letters are being sent out this week to neighbors of the Lowell Street site, inviting them to meet Tuesday at 7:30

p.m. at the Kiley School, Good said.

"We'll give them some idea of what our plans are, what the traffic flow will be like, how many employees we'll have and all that," he said.

The North Shore Health Planning Council is expected to begin reviewing the application for the project within a few months, with a final decision due nine months to a year after the review begins.

The West Peabody project is one of two proposals for nursing homes in Peabody before the state-appointed council, whose recommendation on the projects will go to the state Department of Public Health for final approval.

Planning council officials have said it is probable that only one proposal will be approved; only one nursing home, they say, is needed.

The application for the 583 Lowell St. project was filed by Ledgewood Health Nursing home, page A12

• Nursing home proposed

Continued from page 1

Care Corp., which is held in part by MedQuest Corp., a subsidiary of Beverly Hospital's parent company, Northeast Health Systems, Inc.

The \$5.3 million project, which would be called the Fieldstone Nursing Center, calls for the removal of the Kulak farm building on the property and the construction of a new building, Good said.

The application for the other nursing home — which would also have 142 beds — was filed by Mediplex Group, which owns and operates the Mediplex of Beverly nursing home.

The company estimates its facility, the Peabody Glen Nursing Care Center, would cost \$5.4 million to build. It is planned for 6 acres on Route 114 across from the Northshore Shopping Center.

The West Peabody project ran into strong neighborhood opposition as soon as residents of the area were notified by Beverly Hospital of the planned facility.

"Let's stop the ruination of West Peabody at the

greed of outsiders," said a petition in opposition to the proposal signed by 39 families.

The petition argued the nursing home would cause the devaluation of neighbors' homes, would bring noise and rodents during construction and sirens during the night, would destroy the beauty of the Kulak farm and would cause even heavier traffic on Lowell Street.

Good said he will try to dispel those fears at Tuesday's meeting with neighbors.

"We know that, the first time through, neighbors are going to be concerned about it," he said. "We want to try and develop a degree of understanding with the neighbors about our intentions."

It appears as if it will take a good deal of persuasion to bring those neighbors around.

"(Lowell Street) is basically a busy street as it is," said Ellen Caron of 588 Lowell St., who signed the petition circulated through the neighborhood. "With a nursing home it's going to be even busier."

TIMES 10.2.84

ELECTED: Dr. Robert D. Tufts of Beverly Hospital was recently elected to a two-year term on the American Lung Association of Essex County Board of Directors at the Association's 60th Annual Meeting.

John L. Mersfelder of Beverly was elected to a one-year at-large term on the Executive Committee of the local Lung Association. Mersfelder is an Academic Dean at Endicott College.

The American Lung Association of Essex County, located in Topsfield, is a non-profit health agency dedicated to the control and prevention of lung disease.

Hospital party

BEVERLY — The fifth annual birthday party for children born at the Beverly Hospital will be held Oct. 13 from 1 to 3 p.m. on the lawn opposite the emergency room.

This year's guests are those born at Beverly in 1979. They will be treated to cake, ice cream and lemonade, balloons, coloring books and fire engine rides.

Characters from local restaurants, which cater to children, will make appearances during the afternoon. Prizes will also be awarded to the youngest, oldest, tallest, shortest and child with the most freckles.

A clown—magician will provide additional entertainment. Staff of the hospital's maternity unit and community relations department conduct the popular party each year. As many as 150 children have attended in prior years.

Rain date for the party is the following Saturday, Oct. 20. Invitations have been sent to the 676 children born in 1979 at the hospital. Those planning to attend are asked to pre-register by calling the maternity unit.

Cancer patients

BEVERLY — Living with cancer is the focus of a new support group being organized at the Beverly Hospital. Based on interest expressed by cancer patients and family members, the group will meet monthly beginning Monday, Oct. 22, from 3 to 4:30 p.m.

The first session will include a film and discussion on chemotherapy. Speakers will be Donna Barnard, M.D., oncologists and director of the hospital's oncology clinic, and Renee Burke, R.N., oncology nurse.

All oncology patients, families and others interested in participating are invited to join the monthly support group.

A questionnaire is currently being circulated by the hospital to determine those topics, which are of greatest interest to potential group members.

Subjects under consideration for future sessions include radiation, surgery, attitudes, feelings, financial concerns, home care, community services, returning to work and job retraining.

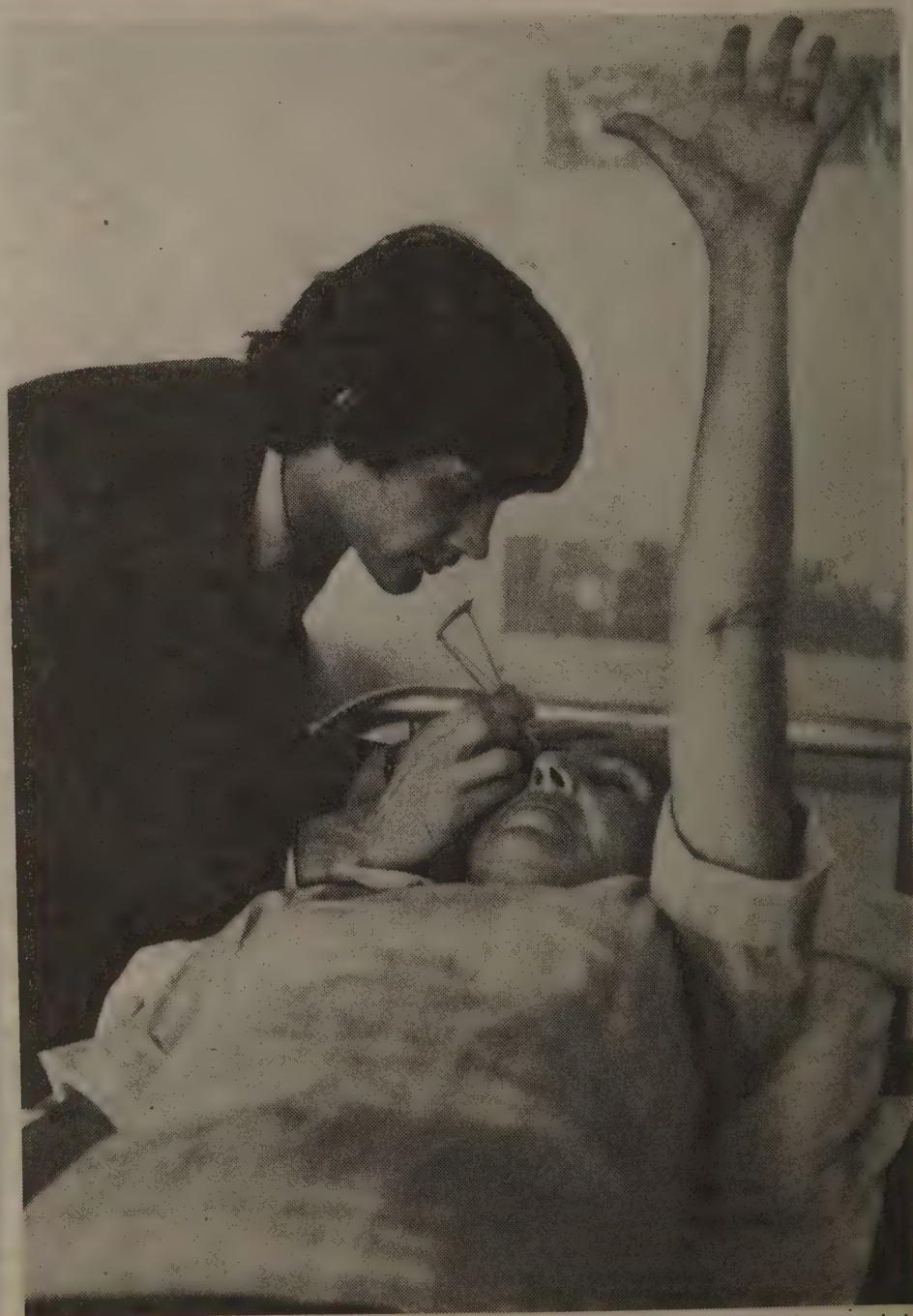
For further information on the oncology support group, please

contact Barbara Schaefer, MSW, in the Social Service Department in Beverly Hospital.

Beverly Times

SWICH

THE TIMES
THURSDAY
OCTOBER 4, 1984



Donna Coveney photo

Dr. Hugh Taylor of Hamilton examines Rose Salah of Ipswich for glaucoma. Mrs. Salah was taking advantage of the Beverly Hospital-sponsored Health Fair at Cable Emergency Center in Ipswich.

NS WEEKLYS 10.3.84

business talk

Continued from Page 16b

for outstanding achievement in sales during 1984. The Seaway Boats Annual Dealer Meeting and Awards Ceremonies were held at Brown Brothers Wharf in Boothbay Harbor, Maine.

Dr. Tufts joins medical group

Dr. Robert Tufts recently opened his practice at North Shore Comprehensive Care, P.C., a medical group practice in Pediatrics and Internal Medicine.

Tufts is board-certified in internal medicine and board-eligible in pulmonary medicine. He is available as a primary care physician for adults as well as a specialist in Pulmonary Medicine (diseases affecting the lungs). Tufts is a graduate of Dartmouth College and the University of Massachusetts Medical School.

North Shore Comprehensive Care, P.C. is a multi-specialty group practice with Pediatric and Internal Medicine services at both of its locations: 550 Cabot St. Medical Building, Beverly, and the Danvers Medical Building, 2 Orchard Lane, Danvers.



Dr. Robert Tufts

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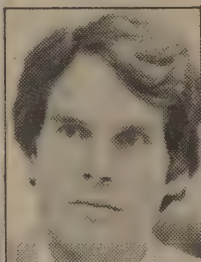
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IPS. CHRONICLE 10.4.84

Information Call 777-0555
BEAUTIFUL BEGINNINGS, family centered labor and delivery suite preview. Saturday, Oct. 13, 12-4 p.m. Tours of the suite. Program will conclude with light refreshments.
BEVERLY PUBLIC LIBRARY is looking for donations of books, but asks that you adhere to the following guidelines: no magazines of any kind; no textbooks; no Readers Digest Condensed books. Books must be in good condition. Please call before you bring donations to the library, 922-0310.
ESSEX AGRICULTURAL AND TECHNICAL INSTITUTE, Annual Alumni Banquet for all graduates, at the school in Berry Hall, Oct. 20, 6:30 p.m. Social hour, 5:30-6:30 p.m. For information and reservations call 356-4158.
FIFTH ANNUAL BIRTHDAY PARTY for children born at the Beverly Hospital will be held Oct. 13, 1-3 p.m. on the lawn opposite the hospital emergency room. Honored guests this year are those born in Beverly in 1979. Rain date Oct. 20. For information and registration call 922-3000, ask for Maternity Unit.
1984 MARCH SEMINAR SERIES, North

NS SUN 10.7.84

Knee injuries: from pulls to tears



STAYING HEALTHY

By John Zimmer

Most fall sports are played on grass or artificial turf surfaces where knee injuries are most common.

Unfortunately, most are disabling.

This is primarily true in football and, to a lesser degree, soccer and field hockey.

The spectrum of knee injuries is great, ranging from simple muscle pulls to major ligament damage. There are some common terms used today in describing these injuries.

Water on the knee

This is fluid inside the knee joint which can be either clear yellow fluid or blood.

Clear fluid usually represents the body's response to something irritating the knee. This type of fluid can persist for months or even years. If the knee swells rapidly (within hours) following an acute injury, such as a clip in football, the fluid is most likely blood.

This represents probable major damage to either the bond or stabilizing ligaments of the knee. Any swelling of the knee should be assessed by a physician, especially following a traumatic event.

Torn cartilage

A torn cartilage is the same as a torn meniscus.

The meniscus is a structure in the knee joint that acts like a shock absorber when it bears weight. When

the knee is twisted or fallen on, the meniscus can be torn, resulting in pain and swelling.

The hallmark of a torn meniscus or cartilage is a "locked" knee, where it is difficult to fully straighten it. Most meniscal tears continue to cause problems, and many times the torn portion is surgically removed using the technique called arthroscopy.

Blown-out knee

The classic scenario is the running back who gets tackled at knee level with the involved leg firmly planted on the ground.

Occasionally, a loud snap or pop is heard, with immediate onset of pain and inability to bear weight on the leg. The knee swells quickly which again usually means blood inside the knee.

Most likely, a ligament has been torn. Ligaments are structures which provide stability to the knee. When they are damaged, the knee has a tendency to "give out", especially during activities that require jumping and pivoting.

Recent advances in orthopedic surgery allow accurate diagnosis and treatment of knee injuries, many of which can be treated rapidly and effectively with arthroscopy.

It is vital, however, for acute knee injuries to be assessed and the damage accurately diagnosed in order to avoid potential long term problems.

Dr. Zimmer is an orthopedic surgeon and director of the Sports Medicine Clinic at Beverly Hospital.

Comments or questions for his column may be directed to Sports Medicine, c/o Community Relations Department, Beverly Hospital, Beverly, MA 01915 or clal 922-3000, extension 2483.

Peabody losing its last farm

By MATTHEW SOERGEL
Times staff

10.9.84

PEABODY — After his wife's death, Real Robillard sold his 150-acre dairy farm in Newport, Vt., a tiny town hard on the Canadian border. With the two youngest of his eight children, he moved south to a new life, to a 3½-acre poultry farm in West Peabody.

But in 1981, his first winter in Peabody, the city revalued his property and his real estate taxes doubled — a burden he says he can't overcome.

"I'm losing my shirt here," he said last week. "I just can't operate it, that's all. They tax your land too high."

It was with relief then that Robillard found a possible buyer for his 583 Lowell St. property, the last large farm in the area.

The parent company of Beverly Hospital — which still must get state approval for its plan — has proposed building a 142-bed nursing home where Robillard's farm, Level Acres Poultry Farms, now stands. The proposal calls for the removal or razing of the farm house and the construction of a new \$5.3 million building set back from the road.

Nearby residents of the area have come out strongly against the proposal, charging it would ruin the residential flavor of their neighborhood.

Robillard, although he wouldn't elaborate, said some of neighbors' opposition — and anger — has been directed at him.

"I didn't want anybody getting mad at me," he said. "But somebody's got to buy (the farm) — I can't keep it."

Robillard raises about 100 boiler chickens and grows some corn on his property, which was known for years as the Kulak Farm. Walter Kulak, the father of Assistant City Solicitor Dan Kulak, farmed the property for 41 years until retiring and selling it in 1981.

The farm represents the West Peabody of the 1940s, the years before the area's rolling farmland was turned into subdivisions. At the Kulak Farm's peak, 3,000 egg-laying chickens supplied eggs to residents from miles around, who either bought them from the front porch of the farm or received them on delivery routes driven by Kulak's sons.

It is that heritage that neighbors say they want to preserve.

But Robillard says a small farmer in West Peabody just can't make it in today's market.

"Something has to be done with the land," he said. "I think old people need to have someplace to go. (Beverly Hospital) didn't hide anything, they let the neighbors know right off. I think it could be beautiful setup here."

Robillard said all the concerned neighbors need to do is look around them — at convenience stores and doctors' and lawyers' offices — to know the area is no longer strictly residential.

"They think it's completely residential, but they're thinking wrong," he said.

Although Robillard has sold his Vermont farm, he still holds its mortgage, which enables him to squeak by financially. He is not sure where he will move when he sells his Peabody property — although he said he knows it won't be around here.

"When my wife passed away, I wanted to see if I could start a new life here," he said. "Now I wouldn't stay here, period — not the way some people feel."

...the voyage.
"He could have enough food for another 20 days or so, if he began rationing early," she said.

Baker said Dunlop could have been washed up on a deserted island, delayed by westerly winds that have beset the region, or swamped in high seas.

"The area he was crossing went through a stage of foul weather in the early stage of his trip," Baker said.

Dunlop's friends said they were planning a privately funded search of the South Pacific between Australia and the Cook Islands.

Criminal suspects negotiate with victims

BRIDGEPORT, Conn. (UPI) — A judge's desire to "get people talking" has given those arrested for minor criminal offenses the option of reaching an out-of-court settlement with their alleged victims.

The program was started this month at the request of Superior Court Judge Burton Jacobson, administrator for Bridgeport, Easton, Fairfield, Monroe, Stratford and Trumbull.

"I have found that once you get people talking, they often work out their own problems. You get a more just result," said Jacobson.

About 40 referrals each week are expected, said Robert Tompkins, director of the Family Relations Division of the court for the Bridgeport area, which sponsors the program.

The mediation program is modeled after successful efforts started in Waterbury in 1982 and last year in New Britain. Similar projects are being established in Hartford and New Haven.

About 1,800 cases were referred last fiscal year in Waterbury and New Britain and almost all, 1,732, agreed to voluntary mediation. Agreements were reached in 78 percent of those cases.

A suspect charged with harassing his neighbor might meet with the neighbor and a counselor to present their stories and reach an agreement acceptable to all.

An ex-roommate arrested for trespassing in his former apartment could negotiate a settlement with the roommate, or a threatening tenant may reach an agreement with a landlord over parking rights, officials said.

The out-of-court sessions often settle minor disputes within six weeks, compared with four to five months through litigation, said Anthony Salius, statewide director of Family Relations.

"Some of these minor cases had gotten lost in the shuffle, with the victims frustrated and the defendant's problems not dealt with," said Salius, who developed the program. "This program gets both parties involved and makes the courts more responsive."

Arrests filed with the prosecutor's office are screened for suitable mediation cases.

Repetitive or serious violence, personal injury, and great financial loss beyond the defendant's ability to pay will rule out mediation. Cases of repeat offenders or substance abusers also are inappropriate for mediation, officials said.

Bean loses round in sex magazine case

BANGOR, Maine (UPI) — A federal judge has refused to issue a temporary order halting international distribution of a men's magazine that published an X-rated parody of the well-known L.L. Bean sports-wear catalog.

Nursing center protested

By RICK HOMANS
10.10.84 Times staff

PEABODY — The home team left the visitors from Beverly Hospital with their mouths open during a stand-off at the Kiley School gym in West Peabody last night.

Close to 100 residents filled 10 rows of metal folding chairs to hear hospital officials explain plans for a 142-bed nursing home that would replace the former 3.5-acre Kulak Farm at 583 Lowell St.

But in an area that now sprouts tracts of houses instead of rows of corn, West Peabody residents don't want to see the last bit of farmland fall prey to bulldozers and paving crews. They also fear more traffic on an already congested street.

They sent their message by shouting one-liners and curses and, in the end, walking out abruptly



Peter Frattini photo

West Peabody residents listen at last night's meeting on a nursing home proposed by Beverly Hospital.

from the two-hour meeting.

"All of us have been here from two to 30 years and we spent a lot of money not to have city living," said Anita Zellan, whose backyard abuts the farm site. "The bottom line is, we don't want any kind of commercial facility in our

backyard."

Another woman stood up and shook her finger at the gray-suited men. She shouted, "You all look like intelligent men. We don't want it. Take that back to Beverly Hospital."

The \$5.3 million project — called

the Fieldstone Nursing Center — is being proposed by the Ledgewood Health Care Corp., which is held in part by MedQuest Corp., a subsidiary of Beverly Hospital's parent company, Northeast Health Systems, Inc.

Nursing home, page A10

• Nursing home protested

Continued from page 1

The North Shore Health Planning Council is expected to begin its review of the company's application by the end of the year, and a decision could come nine months to a year later.

The plan would then have to be approved by the Peabody City Council, which would have to grant a special zoning permit. Approval by the state is also required.

Harry Ankeles, a Peabody attorney, handled most of the presentation for the hospital that included several illustrations of design proposals. The height of the two-level structure would reach 35 feet, and the site would include a 70-car parking lot.

Ankeles cited figures from the health planning council which, he said, showed a need for 300 nursing home beds in the next six years for the communities of Middleton, Peabody, Beverly, Salem and Marblehead.

Ankeles and the four other administrators stood up

to jeers such as "It's like putting a Best Western Hotel in my backyard," and "Those people behind that building will never see the sun again."

Phil Cobble, a nine-year veteran of the Peabody Police Department, said "I can't even get out of my driveway with a police cruiser with the traffic the way it is."

Jack Good, director of community relations at Beverly Hospital, said he had expected the crowd and the reaction. "We're kind of like brush salesmen," he said after the meeting. "We have to get our foot in the door to explain."

Richard Reeves, the Ward 6 councilor who attended the meeting, said the company is doing the right thing by bringing their case to the residents of the neighborhood. But, he said, "They'll have to present a good case to convince 11 councilors."

Actually, only eight votes from the council will be needed for approval of the special permit.



Peabody attorney Harry Ankeles, who is representing the corporations planning a 142-bed nursing home, tries to make a point to West Peabody residents who are opposed to the plan. Jack Good of Beverly Hospital watches the audience's reaction.

West Peabody residents will fight nursing home

By TOM CLARK
News Staff

10.10.84

PEABODY — A determined group of about 100 West Peabody residents vowed Tuesday to take whatever steps are necessary to block construction of a 142-bed nursing home at 583 Lowell St.

"We're going to go to the City Council and if that doesn't work we'll get a higher-priced lawyer than Mr. Ankeles," one woman said near the end of an hour-long public meeting at the Kiley School. "There's no way you're going to slide it through and put it in our backyards," she added.

"Whatever we have to do to fight it, we will," another resident of the Lowell Street-Anita Road neighborhood said. "The bottom line is that we moved to West Peabody because we didn't want inner city living," another homeowner said. "We don't want any kind of commercial facility," said another resident.

"Do you want to build in this area where you find so much discontent?" another woman asked.

Other homeowners spoke of an already-dangerous traffic situation, while some said the two-story nursing home would keep the sun from shining on the backyards of Anita Road. "The tenants could jump out the window into my pool," one Anita Road homeowner said after

viewing a proposed site plan of the nursing facility.

The neighborhood meeting was arranged by proponents of the Fieldstone Nursing Center which would be affiliated with Beverly Hospital. Peabody attorney Harry Ankeles, representing the corporations planning the nursing home, stressed the critical need for long-term nursing home beds in the Middleton, Peabody, Danvers, Salem and Marblehead area. He said there is a shortage of about 300 beds and that local nursing homes are at 97 to 100 percent capacity with long waiting lists.

Ankeles said the Lowell Street site was chosen because it provides a suburban setting which is good for long-term patients; because it is easily accessible; because a nursing home there would have no appreciable effect on traffic; and because the city's zoning allows a nursing home by special permit in this district.

"I know you're all here tonight because of the site selection and nothing else," Ankeles said. "You can be sure we are going to consider your concerns. Don't throw us out out-of-hand," he said. "Everything you say will be taken into consideration in the planning from here on in," he added.

The neighbors said the only

planning proponents should do now is plan to put the nursing home somewhere else. They suggested several locations, including Danvers State Hospital, Centennial Industrial Park, Northshore Shopping Center, along Route 128, and Salem Willows.

"I don't want it," said patrolman Phil Cobble. "I'm in a residential area and I want to keep it that way," he said. Cobble also said the traffic on Lowell Street is so bad that he has a hard time getting out of his driveway even when he is driving a police cruiser.

Steve Fraser, who would manage the nursing home, said traffic studies in other areas indicate nursing homes do not generate much traffic. "A nursing home there would be no worse than dividing the site for a number of houses or condominiums," Fraser said. "A nursing home is very much a part of a community. They're good neighbors," he added.

Jack Good, Beverly Hospital's vice president for development, said the nursing home sponsors would continue to discuss the project with area residents. He said it is possible a smaller facility could be built on the site further away from existing houses.

GRATITUDE PLUS: The maternity nursing staff at Beverly Hospital took time out this week to salute the two men who have been most instrumental in putting the "beautiful" in Beautiful Beginnings. Nurses say they will enjoy their attractive surroundings as much as patients and their families, due largely to the efforts of maintenance employees Claude Savoie and Gene Bourque.

The nurses showed their appreciation by hosting a luncheon for the two men Tuesday.

Working with solid oak, finished in its natural color, Savoie and Bourque created cabinetry, woodwork and much of the furniture for the unit's six birthing rooms, plus staff areas. Their talents produced non-regulation amenities like oak closets, television stands, shelves, windowsills and radiator covers. According to hospital officials, Savoie and Bourque's efforts saved a substantial part of the \$400,000 cost of renovating the maternity unit.

Hospital plans birthday party

BEVERLY — Beverly Hospital will host its fifth annual birthday party Saturday from 1 to 3 p.m. on the

GLouc. TIMES 10.10.84

Beverly Hospital to host annual birthday party

BEVERLY — Beverly Hospital will host its fifth annual birthday party Oct. 13 from 1 to 3 p.m. on the lawn opposite the hospital emergency room.

This year's honored guests will be all children born at the hospital in 1979.

The boys and girls will be treated to cake and ice cream, and lemonade and will be given balloons, coloring books and fire engine rides.

Costumed characters from television commercials will be present to meet the boys and girls. The hospital staff will present prizes to the youngest child, the oldest child, the tallest, the shortest, and the one with the most freckles.

A clown and magician will be present

to entertain the children and their parents.

The staff of the hospital's maternity unit and the Community Relations Department of the hospital conduct the parties each year, having had as many as 150 children present for the event. In case of rain, the party will be held Oct. 20.

Invitations have been mailed to the 676 children born at the hospital in 1979, but and who have not received one should call the hospital. In order to make final plans, those planning to attend are asked to call the Maternity Unit at the hospital to pre-register at 922-3000.

lawn opposite the hospital emergency room.

This year's honored guests will be children born at the hospital in 1979.

The children will be treated to cake, ice cream and lemonade and will be given balloons, coloring books and fire engine rides.

Several characters from television commercials representing local restaurants will be present to meet the youngsters. The hospital staff will present prizes to the youngest child, the oldest child, the tallest, the shortest, and the one with the most freckles.

A clown and magician will appear.

The staff of the hospital's maternity unit and the Community Relations Department of the hospital conduct the parties each year, and as many as 150 children have attended in the past.

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TIMES
10.11.84

LYNN DOCTORS ORGANIZE: Lynn doctors, concerned over changes in the health care industry, particularly the merger of Lynn and Union hospitals, have formed the Greater Lynn Physicians' Association. Dr. Gerald M. Perlow, a Swampscott cardiologist, is the head of a group of about 150 physicians seeking increased representation and participation in the pending merger under AtlantiCare Medical Centers Inc.

AtlantiCare officials will soon be deciding which hospital will house the acute care medical site, and which will house the coronary unit, maternity ward, trauma center, outpatient clinic and physical therapy and cardiac rehabilitation programs. Doctors want a say in these decisions.

BEV. TIMES 10.11.84

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THE BEVERLY HOSPITAL

*is pleased to invite you to
the premiere viewing of*



SATURDAY, OCTOBER 13, 1984

12 NOON-4 P.M.

BEVERLY HOSPITAL MATERNITY UNIT

Beautiful Beginnings is the unique, family-centered birthing environment created by the complete renovation of our labor and delivery suite. Please join us for tours and refreshments.

BEAUTIFUL BEGINNINGS
AT

BEVERLY HOSPITAL
HERRICK AND HEATHER STREETS • BEVERLY
922-3000 ext. BABY

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an has the right to birth in a setting
that's aesthetically pleasing to
her."

The director has been oversee-
ing the creation of that atmosphere
during four months of renovation
work. The results are dramatic.

The six rooms of Beautiful Be-
ginnings bear no resemblance to
traditional hospital rooms. Drapes,
comfortable chairs and oak panel-
ing are not hospital-issue. Large
windows overlook the hospital's
front garden.

A special bed, with solid oak
headboard, serves before, during
and after delivery, and converts to
a chair for the delivery itself, if the
mother desires. For the first time,
according to Ms. Kuell, each pa-
tient has a personal bathroom,
complete with shower and whirl-
pool bath.

Hospital, page A10



Expectant parents Valerie and Bert Leysath were treated to a sneak preview of Beautiful Beginnings, the newly-renovated labor and delivery suite at Beverly Hospital.

Continued from page 1

In the labor and delivery unit, fam-
ilies are not only welcome, they are
encouraged to participate in the entire
process of birth. They also provide a
built-in support group for the woman
about to deliver, according to Ms. Kuell.

Creating a bright, non-clinical atmo-
sphere did not end with the amenities
and comforts of the six rooms in the
unit. A family lounge area and staff
lounge feature non-institutional wall
colors and brightly-upholstered, com-
fortably padded furniture.

"I didn't have to buy traditional hos-
pital things," Ms. Kuell said. "For in-
stance, I didn't want a family waiting
room that looks like a traditional wait-
ing room."

Two, traditional labor/delivery
rooms, also part of the renovation pro-
ject, are within a sterile area at one end

of the maternity unit. They will provide
the extra measure of safety needed in
some births.

"These are rooms for the purpose of
doing caesarean births or complicated
deliveries," Ms. Kuell explained.

Other equipment, such as fetal moni-
tors, is available for use in the six rooms
of the unit, if it becomes necessary. But,
it is stored out-of-sight.

She emphasized Beautiful Beginnings
is not competing for deliveries with the
hospital's highly successful birth cen-
ter, where deliveries are performed by
mid-wives and families return home
hours later.

Rather, the unit's underlying con-
cept, the director said, is one of giving
those women who opt for hospital deliv-
ery variety of alternatives within that
hospital setting.

NEWS 10.15.84 BEV. PAGE

Lifeline celebrates

BEVERLY — Participants in
Beverly Hospital's year-old
Lifeline program, which pro-
vides access to emergency care
for the elderly or disabled who
live alone, will be celebrating
Tuesday.

The first anniversary of
Lifeline's operation will be
observed with an open house at
Cable Emergency Service,
Ipswich from 1 to 3 p.m., Oct. 16.

The personal emergency
response is based at Cable,
although toll free access for
subscribers is available through
a WATS line.

Among those invited are the
subscribers, installers,
responders, area councils on ag-
ing, home care corporations,
visiting nurse associations and
housing authorities.

Anyone interested in learning
more about Lifeline should con-
tact Lifeline coordinator Bonnie
Shelkrot at the hospital.

10.15.84

CORRECTIONS

*The Times tries to be accurate. But when we make a
mistake, we want to correct it. Corrections or clarifi-
cations should be called to the Times. If you are unsure
whom to call for a correction, call managing editor
John Christie at 922-1234.*

Beautiful Beginnings, the newly-renovated labor
and delivery suite at Beverly Hospital, was previewed
for the public Saturday, when hospital visitors were
given guided tours of the facility. The unit was sched-
uled for full operation yesterday. On Saturday, the
Times inadvertently listed the preview date as next
Saturday.

BEV-TV

TIMES 10.15.84

MONDAY MORNING

10:30 — Body Dynamics

MONDAY NIGHT

6:00 — Kate and Bill — a day in surgery

6:30 — Is This Legal with host Peter Gilmore

7:00 — Continental Call-In with host Dick Perlman

7:30 — Body Dynamics

8:00 — "Breaking the Stalemate" — a 2½ hour live teleconference on
breaking the nuclear arms stalemate with the Soviets, broadcast live from

TUESDAY MORNING

9:30 — Kate and Bill — a day in surgery

10:00 — Continental Call-In with host Dick Perlman

10:30 — Body Dynamics

11:00 — Under Sail

11:30 — Inside your schools

12:00 — The History of Space Travel from NASA

TUESDAY NIGHT

5:30 — North Shore News

WEDNESDAY MORNING

10:30 — Body Dynamics

Cancer victim is still unknown

Hospital settles after mixing up test

By PAULA TRACY

News Staff

BEVERLY — A former Hamilton woman, who was misdiagnosed as having cancer

Tuesday.

After a routine PAP smear was performed following the delivery, a nurse reportedly told van Rooyen the results showed

BOSTON HEAD 10.16.84

'They said 500 slides had been taken that day and it was too much trouble,' to find out who the woman was, Goodhue charged.

situation. He said they wanted the hospital to trace the record and figure out who the results belonged to. "They said 500 slides had been taken that day and it was too

'I THOUGHT I WAS DYING'

The Boston Herald, Tuesday, October 16, 1984 3

By JOE HEANEY

A BROOKLINE mother of three spent a fearsome three months in a life and death limbo after a Boston hospital mistakenly told her she had a deadly form of cancer.

Three months after the diagnosis, Deborah Steiner van Rooyen learned that she did not have cancer and charged that the hospital mixed up her test results.

Van Rooyen sued Boston's prestigious Brigham and Women's Hospital after extensive testing at Beverly Hospital showed her free of cervix cancer, perhaps the most dreaded female illness.

However, this week the 33-year-old unemployed graphic designer and photographer made an undisclosed out-of-court settlement for a sum she described as modest.

She called her life

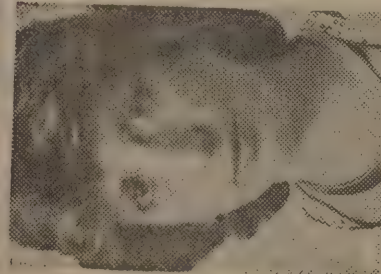
and death seesaw with cancer "a grim horrible feeling ... for nearly three months, I wasn't sure."

"The worst part was having a newborn child and knowing I may never have kids again if

I was lucky enough to live.

"But I was angry, too. Angry that the hospital where my 2-year-old daughter was born never acknowledged the PAP smear mixup," said van

told she had deadly cancer



MRS. VAN ROOYEN
'A grim horrible feeling'

ble woman."

And Deborah van Rooyen is upset because her frightful ordeal hastened a divorce. Brought a swift end to an already troubled marriage.

Brigham and Women's Hospital declined comment — stonewalling the van Rooyen case since the jolting results of the woman's post-maternity tests were made known to her in a phone call a month after the Aug. 26, 1982 exam.

Yesterday, however, Nancy Curran, a hospital nurse/midwife, named a defendant with the hospital and another nurse, in the original nurse, in the original suit, denied any negligence and added that van Rooyen's charges were false.

But van Rooyen's lawyer, Eldon D. Goodhue of Topsfield says "It was a clerical error... someone mixed up the slides."

Van Rooyen still remembers the day the telephone rang with the fearful message. At first the nurse chatted about the baby and then the conversation took a dire shift.

The nurse held out hope through surgical procedures ranging from tissue removal to hysterectomy and suggested an appointment at Brigham and Women's cervical clinic as soon as possible.

In the midst of her despair, Deborah van Rooyen sought a second opinion. Her doctor recommended Beverly Hospital.

her scheduled return to Brigham's on Sept. 27, 1982, van Rooyen was told a PAP test at Beverly was negative.

"I called Brigham's to cancel my appointment but they insisted the Beverly results were wrong and that I keep my appointment. They kept calling."

"It was grueling. I still wasn't sure I didn't have cancer. I kept thinking maybe they are missing it in Beverly."

Determined to find out for sure, Deborah van Rooyen underwent a second test at Beverly. It was negative. Then arrangements were made to have the Brigham's PAP results, reported to be van Rooyen's, tested in Beverly. The results were again positive.

Three days before

'I THOUGHT I WAS DYING'

By JOE HEANEY

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Mom mistakenly told she had deadly cancer

sum she described as modest. She called her life and death seesaw with cancer "a grim horrible feeling... for nearly three months, I wasn't sure.

"The worst part was having a newborn child and knowing I may

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"But I was angry, too. Angry that the hospital where my 2-year-old daughter was born never acknowledged the PAP smear mixup," said van Rooyen.



MRS. VAN ROOYEN
'A grim horrible feeling'

"Angry that they ignored my plea to search for the woman who was out there somewhere walking around with cancer... the woman who got my results and thought she was OK. That's who I worry about now. This invisible woman."

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"It was grueling. I still wasn't sure I didn't have cancer. I kept thinking maybe they are missing it in Beverly."

Determined to find out for sure, Deborah van Rooyen underwent a second test at Beverly. It was negative. Then arrangements were made to have the Brigham's PAP results, reported to be van Rooyen's, tested in Beverly. The results were again positive.

Then van Rooyen decided on a **supreme test** at Beverly, a third PAP, a painful biopsy and an optic exam of the uterus. All were negative.

NEWS 10.15.84 3PS. PAGE

Open house at Cable

IPSWICH — An open house will be held Tuesday from 1 to 3 p.m. at Cable Emergency Center to commemorate the first anniversary of the center's Lifeline program.

Lifeline is a personal emergency response system based at the center which keeps subscribers connected to the system by telephone.

More than 50 Lifeline home units are included in the system and more than 40 emergency responses to alarms calling for help were made during the first

year of operation, according to Bonnie Shelkrot, the Lifeline coordinator.

Those invited to attend the celebration include Lifeline subscribers, installers, responders, area Councils on Aging, home care corporations, visiting nurses and housing authority members.

Anyone interested in learning more about the program is also welcome to attend the open house or may contact Shelkrot at Beverly Hospital.

TIMES 10.17.84

WOMEN'S HEALTH SERIES: Women's involvement in health care and social policy will be the topic of a panel discussion Tuesday, Oct. 30 at Endicott College.

The program will begin at 7:30 p.m. in the college's audio-visual room.

Rep. Frances Alexander, D-Beverly, will discuss the Old Boys' Club at the State House and women's issues.

Nancy Kaufman, deputy director of the Governor's Office of Human Resources, will present the governor's agenda on women's issues and picking priorities.

Kathleen Hall, president of the Essex County Community Organization, will speak on making the system work and organizing to address an issue.

Susan Wiltshire, former president, Massachusetts League of Women Voters, will discuss knowing the issues and taking action.

Moderator for the panel discussion will be Jo Stewart Lennox, Salem Evening News staff reporter.

The program is sponsored by the Beverly Hospital's continuing women's health series, "Making Choices."

There is no charge for attendance, but pre-registration is requested through the hospital's Community Relations Department, 922-3000, ext. 2480.

GOINGS ON

EMERGENCY CARE: The Lifeline program of Beverly Hospital has been in existence for a full year, providing immediate access to emergency care for the elderly or disabled who live alone.

The personal emergency response system is based at Cable Emergency Service in Ipswich, although toll free access for subscribers is available through a WATS line. The computerized system connects subscribers to the emergency facility 24 hours a day, at the touch of a button.

"We now have 65 home units, with 50 of these installed in subscribers' homes throughout the North Shore," reported Bonnie Shelkrot, Lifeline coordinator. "Since implementation of our program last October, we have responded to more than 40 emergency situations."

Anyone interested in learning more about the Lifeline program should contact Mrs. Shelkrot at the Beverly Hospital.

TIMES 10.18.84

Support Group Being Formed

Living with cancer is the focus of a new support group being organized at the Beverly Hospital.

Based on interest expressed by cancer patients and family members, the group will meet monthly beginning Monday, October 22, from 3-4:30 p.m.

The first session will include a film and discussion on chemotherapy. Speakers will be Donna Barnard, M.D., oncologist and director of the Beverly Hospital Oncology Clinic, and Renee Burke, R.N., oncology nurse.

All oncology patients, families and others interested in participating are invited to join the monthly support group.

A questionnaire is currently being circulated by the hospital to determine those topics which are of greatest interest to potential group members.

Subjects under consideration for future sessions include radiation, surgery, attitudes and feelings, financial concerns, home care, community services, returning to work and job retraining.

For further information on the oncology support group, please contact Barbara Schaefer, MSW, in the Social Service Department at Beverly Hospital. Call Kit 10/19/84

Bloodmobile set for Oct. 30

NEWS 10.18.84

BEVERLY — The Beverly Hospital Aid Association will sponsor a Red Cross bloodmobile Tuesday, Oct. 30, at the hospital. Red Cross nurses, who will staff the bloodmobile from 1 to 7 p.m., will give donors a physical examination consisting of a blood pressure reading, and an iron level test.

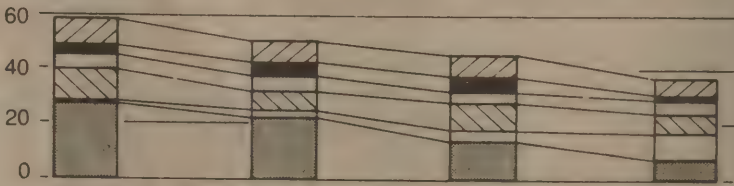
Donors must be between the ages of 17 and 65, in good health, and have no history of hepatitis. It takes seven minutes to give a pint of blood, yet few find the time. Persons who can't donate, or have donated within the last 56 days, may consider working as a volunteer at the bloodmobile.

Approximately 19 percent of the blood supply is used for the treatment of cancer. Of the rest, 16 percent goes to patients with heart disease; 16 percent is used in cases of hemorrhaging, gallbladder problems, diverticulitis and ulcers; 12 percent goes to accident victims; 5.5 percent is used for advanced medical care of hemophiliacs and victims of Cooley's anemia; 4.3 percent is used for obstetric procedures; total hip replacement procedures use 3.5 percent; and nine percent is used in lung, liver and kidney diseases.

Infant death rates in U.S.

In deaths per 10,000 live births

For whites



For blacks

160



Other

Ill defined causes

PAGE 1

HEALTH

A new program at Beverly Hospital is helping to identify and treat potential victims of Sudden Infant Death Syndrome. **Page A5**



Watching out for your baby

Beverly Hospital program lets parents monitor apnea at home

10.22.84

By KARIN E. REYNOLDS
Times staff

BEVERLY — Picture a happy, healthy baby — a bundle of energy with waving arms and legs, a babbling burst of animation when mommy or daddy comes into view. It seems impossible that anything could be wrong with the world or this child.

However, each day in the United States, 20 to 30 apparently healthy infants fall victim to Sudden Infant Death Syndrome (SIDS). While there is at present

changes in the infant's color or heart rate.

The Beverly staff maintains a good relationship with experts at Mass. General and Boston City Hospitals to assure the appropriateness of each child's care.

Sherry Cerino, clinical coordinator of Beverly's pediatric unit, explains the normal course followed for home apnea training.

"Discharge planning begins as soon as these babies are admitted. We work closely with the manufacturers of the home monitors to assure that parents are well trained in the monitoring process

Salem News 10/19/84

New crib death program offered

BEVERLY — Each day in the United States, 20 to 30 apparently healthy infants die from Sudden Infant Death Syndrome (SIDS). While there is at present no known cause for SIDS or "crib deaths," research indicates that apnea (abnormal cessation of breathing) may be a major link in the chain of factors now being studied.

Through a new program offered at Beverly Hospital, potential SIDS babies, and others who experience apnea, can be helped.

The hospital's pediatric department is now providing a full evaluation and training in home apnea monitoring, which was only conducted at Boston hospitals.

Dr. Gilbert Norwood, chief of pediatrics, said infants at greatest risk include infants born prematurely, through difficult deliveries, and those from families that previously lost a child to SIDS.

"Babies experiencing respiratory distress or periods of apnea are often identified in the hospital nursery within the first few days following birth. These babies turn gray or dusky from lack of oxygen, and need to be stimulated to restore breathing," Norwood said.

This is easily accomplished

under the constant attention of the nursery staff. At home, however, the victim of apnea may succumb without struggle. SIDS is the major cause of death in infants after the first month of life.

All infants who exhibit symptoms of abnormal breathing are evaluated to identify infection, cardiac abnormality or difficulty in swallowing and digestion. When these problems are ruled out, and periods of apnea still exist, the baby is placed on an apnea monitor and a pneumogram is ordered.

A pneumogram is an additional monitoring procedure that records breathing patterns for a 12-hour period. The pneumogram is read by specialists in Boston.

The pneumogram is considered abnormal when apnea exceeds 20 seconds or in periods of less than 20 seconds accompanied by changes in the infant's color or heart rate. "When the reading is abnormal, we can immediately begin to prepare parents for home apnea monitoring," Norwood said.

Sherry Cerino, clinical coordinator at Beverly's pediatric unit, said, "Discharge planning begins as soon as these babies are admitted. We work closely with the manufacturers of the

home monitors to assure that parents are well trained in the monitoring process before discharge."

The family remains together in the hospital for three or four days, taking advantage of Beverly's rooming policy, which allows parents to stay with their child and participate in his or her care.

Parents are taught how to attach the monitor's electrodes to the baby's chest, and how to recognize and respond to its alarms. Three alarms, with different tones, signal a loose electrode, low heart rate or apnea.

Parents are told they must be near the baby at all times in order to respond to an alarm within 10 seconds. "Gentle stimulation by touching or picking up the baby is often all that is necessary to restore breathing," Cerino said.

If a serious situation develops, parents must also be prepared to resuscitate their baby. Each parent is taught the CPR skills.

Upon discharge, a representative from the monitor manufacturing company visits the home to assist the family in getting settled with the equipment. The manufacturer and hospital staff are available 24 hours a day to respond to parent's concerns.

auditorium may be a prime site.

At Thursday night's meeting, School Committee members gave the go ahead for school administrators to begin looking for probable sites for a cable TV studio and gave initial approval to a contract for design of a renovated auditorium.

Superintendent of Schools James Kent noted as part of a contract with the town for a cable television system, the company which is awarded a contract will initiate a sub-contract for a local origination studio.

"There is room in the high school for one or two studios and I feel we should be ready to

see the School Committee indicate its willingness to make the space available to the company which is awarded the town's cable franchise.

Kent added the availability of high school space will facilitate the evaluation by the cable television advisory committee of the three companies which are competing for the town's franchise.

He also noted the architectural firm which will be designing the renovation project for the high school auditorium will be looking at the possibility of including a television studio in its plans.

The firm of Amsler, Hagenah,

Committee members Monday accepted a recommendation by Assistant Superintendent of Schools Gerald Missal, for the fees the firm will receive.

On the administrator's recommendation, the committee voted a payment of \$15,150 for services to be performed during the current fiscal year. Money for the fee was appropriated at the 1984 town meeting.

If the 1985 town meeting votes to proceed with the project, the architect will be paid 10.5 percent of all construction costs and 5.25 percent of the cost of all furnishings. Based on a \$700,000 project, the architect will receive about \$54,000.

Missal said the contract calls for preparing preliminary designs and cost estimates for presentation to the May 1985 town meeting.

The School Committee also moved to appoint a building committee to oversee the renovation project. It will be made up of the five people who served on the design review committee which recommended the architect, a member of the School Committee, a person to be chosen by the selectmen and possibly two private citizens.

School Committee Chairman Marcia Sweeney requested to be appointed to the committee and her colleagues approved the request.

In addition to the auditorium, the School Committee has



Hospital revenues face bleak future

TIMES 10.22.84

By KRISTINE SNOW
Essex County Newspapers

North Shore hospital administrators agree: alternative health-care systems and restrictive state regulations will continue to reduce hospital revenues.

Although most hospitals have avoided layoffs so far, they have cut staff through attrition.

A major cause of the financial squeeze is that patients aren't staying in the hospitals as long as they used to, say administrators of hospitals in Beverly, Peabody, Salem, Danvers, Lynn and Gloucester.

In some cases, such as at Addison Gilbert Hospital in Gloucester, fewer patients meant the recent layoff of 14 licensed practical nurses and nurses aides.

Larger North Shore hospitals have cut staff through attrition, but administrators say layoffs aren't out of the question.

Robert Fanning, president and chief executive officer of Beverly Hospital, said the average length of stay decreased from 8.42 to 8.24 days in fiscal 1984, which ended

Sept. 30. Although the number of patients admitted increased by 5½ percent, and total patient days increased by 3.35 percent, financial regulations have affected the hospital budget, he said.

Chapter 372, a state law which took effect in 1982, requires each hospital to estimate receipts for the coming year, then live within its budget based on the estimate.

Fanning said Chapter 372 forced Beverly Hospital to make an \$800,000 budget reduction in fiscal 1985, but no employees have been laid off yet.

"We did it (made the budget reduction) by looking at expenses and (through) attrition, Fanning said. "Our hope is to never have to have an involuntary reduction in force. However, we're all subject to a very unsure future."

He said there is "no question" of a trend toward fewer admissions and shorter hospital stays. Beverly Hospital, which has 233 beds, must try to "cope and ensure the financial integrity of the institution," he said.

Hospital, page A9

Continued from page 1

The increased use of alternative health-care systems, like health maintenance organizations (HMOs) and walk-in medical clinics, also contribute to the revenue declines, Fanning said.

They "encourage diagnostic testing on an ambulatory basis, and are more aggressive when it comes to reducing length of stay," he said.

About 11 percent of Boston-area residents under the age of 65 subscribe to an alternative care delivery system, he said, but the numbers will grow. In the Minneapolis area, 35 percent of the under-65 population subscribes, he said.

At J.B. Thomas Hospital in Peabody, public relations director Pat Collins said, "The alternative health-care facilities have not affected us at all because there aren't that many in the area. But Chapter 372 is doing its job."

The length of stay has decreased from an average 9.3 days last year to an 8.8 day hospital visit, said Ms. Collins.

In August, 65 percent of the beds were occupied at the hospital compared to 73.3 percent in 1983-84, and 79.1 percent for 1982-83, she said, adding that the occupancy rates for the summer are usually lower compared to the rest of the year.

Staffing has been reduced through attrition, said Ms. Collins, who did not have any figures immediately available.

"We only had one layoff in the dietary department at the start of 372 because of reorganization," she said. "We feel 372 is affecting us as much as everyone else," she said.

At Hunt Memorial Hospital in Danvers, according to Michael Morris, director of fiscal services, occupancy rates in the 143-bed facility have gone from 85 percent to 80 percent from last year to this year, and the average length of stay has dropped from 8.2 to 7.7.

Morris attribute outpatient care favors companies.

At Salem Hospital, 9.3 to 8.5 days in 1984, Geaney. But, as increased, he said.

Geaney agreed admissions and stays. But that doesn't always mean, he said.

"The intensity of care are doing more in a shorter period of time."

Geaney said Salem administrators to the nursing force leaving vacancies like Addison Gilbert Hospital turnover might

And he agreed to reduce admissions matter of time effects, and hospital said.

Geaney said Salem its admissions increased. "More people care," he said. "Due to the decreased length of stay."

But other hospitals. At Amesbury Hospital, third quarter decrease administrator Robert Ponticelli. The hospital cut their own hours the maximum allowed

TIMES EDITORIAL
PAGE A4 10.23.84

Paying for efficiency

Remember the Arab oil embargo of 1974 and how we were all encouraged to cutback on our use of electricity? When we did, our utility rates increased. Less use meant less revenue for electric companies, which boosted rates to compensate.

The same seems to be happening 10 years later but with health care, not electricity. The more economical health care becomes, the more expensive it will get.

That's an apparent contradiction, but that's the sense we got from comments of area hospital administrators who'd been asked to comment on the effects of alternative health care systems and state regulations on their facilities.

Hospitals in Peabody, Beverly, Danvers, Salem, Lynn, Gloucester and Amesbury all report that not only do they have fewer patients on the average, but the patients they have are staying fewer days.

This is because the public is demanding better, more convenient care. Rather than having to put up with long waits in an emergency room for something as minor as a sore throat, a person who doesn't have a regular physician now has the option of going to a walk-in medical center.

For minor surgery, surgi-centers, many of them established by parent hospitals, are becoming the vogue for people who want to have their surgery and go home the same day.

Added to the convenience of walk-in centers and surgi-centers are health maintenance organizations (HMOs), which, according to statistics, attract 11 percent of the Boston area population under 65 years of age. That percentage will continue to grow as people look to the HMOs as an alternative to hospitals as a source of regular health care services.

The other factor is a state regulation that forces hospitals to stay within their estimated budgets.

The most telling comment came from Amesbury Hospital administrator Robert Ponticelli, who told trustees recently the facility is looking at a third-quarter deficit of \$100,000 because of the low patient count. To compensate, the hospital has asked the state to approve the maximum allowable rate increase.

What's needed to guard against that kind of solution is an effort by hospitals to reduce the number of beds. If the trend is not to use them, why keep them?

the past quarter century.

The reunion and open house will include a wine and cheese reception and equipment display.

The general public is invited to participate, along with all interested present and past staff members. Those wishing to attend may contact the Beverly Hospital Community Relations Department.

WOMEN'S HEALTH SERIES: "Making Choices," Beverly Hospital's women's health series, will present two programs this fall.

The first, titled "Health Care and Social Policy: Women Can Make a Difference," will be held Tuesday, Oct. 30 at Endicott College. The program will begin at 7:30 p.m. in the college's audio-visual room.

The panel presentation will include discussion on governmental priorities regarding women's issues, how to get involved at the local level, choosing priorities and how different groups organize to address women's health and social concerns.

The panelists are Nancy Kaufman, recently appointed the State's Assistant Secretary for Social and Mental Health Services; Representative Frances Alexander; Kathleen Hall, president of the Essex County Community Organization; and Susan Wiltshire, former president of the Massachusetts League of Women Voters.

Moderating the panel will be Jo Stewart Lennox, Salem Evening News staff reporter.

The second "Making Choices" program will be held Nov. 27 at the Beverly Hospital. A discussion of mid-life body changes will address the myths and facts concerning premenstrual syndrome, male and female menopause and impotence.

Although the "Making Choices" series is designed primarily for women, men are welcome to attend.

There is no charge for the programs, but pre-registration is requested with the Beverly Hospital Community Relations Department at 922-3000, ext. 2480.

STOP SMOKING PROGRAM: A stop smoking program will be offered by the Beverly Hospital beginning Oct. 31. Classes will be held on four consecutive Wednesdays from 7:30-9 p.m.

The program will be conducted by Rita Losee, a psychiatric nurse with extensive experience in counseling for personal growth.

"We will examine smoking behaviors and triggers to smoking," says Ms. Losee. "We will then develop techniques to avoid smoking occasions and alternative behaviors or coping mechanisms to reduce the urge to smoke."

Ms. Losee adds that each participant will monitor his or her cigarette consumption and establish a quit smoking day.

A registration fee of \$50 will be charged, with a \$15 refund for successful participants. As the group size will be limited, advance registration is requested through the Beverly Hospital Community Relations Department, 922-3000, ext. 2480.

PARENTING SEMINAR: The Beverly Center is offering an eight-week seminar for

parents with children from pre-school through high school. Parent educators Peter VanDeBogert, M.Ed., and Judith Klein, M.Ed. LCSW, will focus on issues of communication, discipline, frustration and other pressures experienced by today's parent. For more information, call 922-2276 after 5 p.m. or 927-3077 days or evenings.

STROKE CLUB: The Beverly/Danvers Easter Seal Stroke Club will hold its monthly meeting at the Beverly Hospital Lecture Hall Thursday, Nov. 1 at 1:30 p.m.

Guest speaker will be Robert Obyck of Blue Cross, Blue Shield whose subject will be "Medicare and Medex." He will cover the benefits and explanation of the programs. Refreshments and conversation follow the program. Families and friends are always welcome.

For transportation call Wings, 774-1739; Beverly Council on Aging, 927-7025; or North Shore Transit Handi-ride, 532-2727.

Health Care and Policy: Women Can Make a Difference, panel discussion with state Rep. Fran Alexander, Nancy Kaufman, Kathleen Hall and Susan Wiltshire, Tuesday, 7:30 p.m., Endicott College Audio-Visual Room. Sponsored by Beverly Hospital's "Making Choices" Women's Health Series. No charge, pre-register by calling 922-3000, ext. 2480. *Nov 27 10:26:34*

500 Lynnfield St., Lynn.
Gamblers Anonymous meets Tuesdays, 8:30 p.m., St. Pius Church, 182 Maple St., Lynn.
Fortitude, a bereavement support group. Mondays, 2:30-3:30 p.m., Union Hospital, 500 Lynnfield St., Lynn. New members welcome. Pre-registration required.
Alzheimer's Support Group for family members of Alzheimer's patients meets first Wednesday of every month, 5 p.m., Social Service Conference Room, Beverly Hospital.
Beast Self Examination monthly teaching program for women, second Thursday, 7:30-9 p.m., Beverly Hospital Out Patient Department. No charge, pre-registration required. *Call for info*

SPECIAL CARE REUNION: When the Beverly Hospital Special Care Unit opened Oct. 5, 1959, it was only the third such unit in the state and fifth in New England.

Medical director Jacob H. Fine, M.D. and head nurse Helen Gallant, R.N. were proud of their unique new facility and sophisticated equipment.

Twenty five years later, the Beverly Hospital has separate units for intensive, cardiac and progressive care, as do many hospitals. Technologically advanced monitoring and diagnostic devices bear little resemblance to those originally installed in 1959.

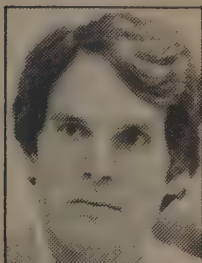
The evolution from humble yet much-heralded beginnings to today's comprehensive critical care services will be traced at a reunion and open house Sunday, Oct. 28 from 2-5 p.m. at the hospital.

Dr. Fine and Ms. Gallant, both now retired, and many of the other physicians and nurses who have been part of Beverly's special and critical care services will return to meet old and new colleagues and review

10.24.84

Running into an injury

Runners are prone to foot injuries, especially when training is increased



STAYING HEALTHY

By John Zimmer

Although foot injuries occur in most sports, runners are particularly susceptible.

This is primarily due to the repetitive nature of the sport which results in "overuse syndromes." It has been calculated the average runner exerts 120 tons of force to the foot when running one mile. During a marathon, that same runner would subject each foot to 3,000 tons of force.

Most foot injuries in runners occur when there has been a change in running patterns. They have usually increased their frequency, intensity or duration of training.

Four of the most common injuries are: Stress fracture; plantar fasciitis; Achilles tendinitis; Morten's neuroma.

A stress fracture is a hairline bone fault brought about by application of a repetitive force (as in running) to the foot. Stress fractures heal without any treatment as long as the offending force is eliminated.

Unfortunately, a runner must stop running for an average of six weeks.

Plantar fasciitis presents a persistent pain in the area of the heel pad that is particularly painful upon awakening in the morning and taking the first step out of bed.

It represents a chronic-inflammation of a broad ligament called the plantar fascia. Treatment is directed at decreasing the inflammation with ice and anti-inflammatory medication and by stretching the plantar fascia.

Achilles tendinitis is an inflammation of the heel cord and is particularly painful when running up hills. It occurs in a runner who has developed his calf muscles but has not stretched out the calf muscles to maintain adequate length for running. Like plantar fasciitis, treatment is directed at decreasing the inflammation and exercises to stretch the heel cord.

In Morten's neuroma, a nerve usually between the third and fourth toes becomes inflamed. Symptoms are better when the patient is barefoot and made worse with shoe wear. Orthoses are effective but sometimes the nerve has to be surgically removed.

Dr. John Zimmer is an orthopedic surgeon and director of the Sports Medicine Clinic at Beverly Hospital.

Comments or questions for his column may be directed to Sports Medicine, c/o Community Relations Department, Beverly Hospital, Beverly, MA 01915 or call 922-3000, ext. 2483.

Women's health programs set

BEVERLY — "Making Choices," a health series for women, sponsored by Beverly Hospital, will present two programs this fall, on Oct. 30 at Endicott College and Nov. 27 at Beverly Hospital.

The first program, "Health Care and Social Policy: Women Can Make A Difference," will be held Tuesday at the Beverly college at 7:30 p.m. in the audiovisual room. A panel will discuss governmental priorities regarding women's issues, how to get involved at the local level, choosing priorities and how different

groups organize to address women's health and social concerns.

The panelists will be Nancy Kaufman of Beverly, recently appointed the state's assistant secretary for social and mental health services; state Rep. Frances Alexander; Kathleen Hall, president of the Essex County Community Organization, and Susan Wiltshire, former president of the Massachusetts League of Women Voters. The panel will be moderated by Jo Stewart Lennox, staff reporter for the Salem Evening News.

The second program will be held at the hospital at 7:30 p.m. A discussion of mid-life body changes will address the myths and facts concerning premenstrual syndrome, male and female menopause and impotence.

The series is designed primarily for women, but men are also welcome to attend. The programs are free and open to everyone in the area. Those wishing to attend should preregister by calling the hospital Community Relations Department at 922-3000, extension 2480.

Beautiful Beginnings at Beverly H

BEVERLY — Every family looks forward to the miracle of its baby's birth, and just as every baby is unique, so is each family's choice for the birthing experience.

Beverly Hospital, a leader in developing innovative and personalized birthing environments, now has opened "Beautiful Beginnings"; the family-centered delivery suite designed to provide each family with their own, unique birth setting.

Beautiful Beginnings is a totally new environment that has been attractively and comfortably designed with private suites including whirlpool baths, soft lighting, and relaxing furnishings.

Unlike any other hospital's delivery facilities, the new area is a reflection of women's increasing demands for greater control over their births and more personalization in the experience.

Dorothy Kuell, clinical director of maternal and child health at Beverly Hospital, believes these desires should be respected and supported.

"This is what the woman of today is asking for, and she deserves it," says Mrs. Kuell. "We feel every woman has the right to direct her birth experience to the greatest possible extent."

Coordinated draperies and bedcovers in soft colors enhance the non-clinical appearance of the six labor-delivery-recovery rooms. Hand-wrought oak tables and storage units match the headboards of birthing beds.

"Couples may remain in these rooms throughout the labor and delivery of their baby. They may also have siblings or other support persons attend the birth, if they wish," Mrs. Kuell explains.

For family members who are not participating in the birth but wish to remain close by, a comfortable family waiting room is also included in the suite's design.

The family is further encouraged to spend time together after the birth, getting to know their newborn. This bonding process is of primary importance to today's new mothers and fathers.

The new suite includes two



Mothers-to-be gather in the waiting room of the Beautiful Beginnings birthing center at the

Beverly Hospital. In the lower frame is the first baby born at the new center. Allison Walsh is

Help For Crib Death Victims

BEVERLY — Sudden Infant Death Syndrome causes the death of 20 to 30 apparently healthy infants each year.

At the present time there is no known cause for SIDS also called "crib death". Research indicates that apnea (abnormal cessation of breathing) may be a major link in the chain of factors now being studied.

Through a new program offered at Beverly Hospital, potential SIDS babies, and others who experience apnea, now can be helped.

The hospital's pediatric department is now providing a full evaluation and training in apnea monitoring, which was only conducted in Boston hospitals.

Dr. Gilbert Norwood, chief of pediatrics, said infants born prematurely, through difficult deliveries, and those from families that previously lost a child to SIDS are at greatest risk.

THE TIMES
MONDAY
OCTOBER 29, 1984

HEAL

Havens understands

Hospital's chief of psychiatry began career as a surgeon

By NANCY KELLY
Times staff

Dr. Timothy Havens began his medical career treating bodies before deciding to become a psychiatrist. His specialty switch, in part, is one reason why the chief of psychiatry at Beverly Hospital feels comfortable in a small general hospital.

Beverly Hospital's psychiatric unit, Leland, recently celebrated its 10th anniversary. It now has 16 beds, a staff of four psychiatrists, two psychologists, over a dozen attending psychiatrists and several support personnel.

The 40-year-old Havens was

hired at Beverly a year ago after having practiced in Boston, Washington D.C. and Houston. Despite his association with such large prestigious institutions as St. Luke's Hospital in Houston, Havens liked the idea of hooking up with a smaller hospital — one that would allow him the time and freedom to act both as administrator and clinician.

And from having worked in Boston, Havens knew he would not be sacrificing the quality usually associated with larger hospitals in making the move to Beverly.

"I heard there that Beverly Hospital was a superior medical and surgical hospital," said Havens.

“

I came to realize that as illness is, how a person reacts to illness is equally important. I grew an enormous respect for psychological health on my

"It was a good match."

Havens made the switch to psychiatry after starting his career as a surgeon when he received a scholarship from the DeBakey

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Beverly

A new environment for

BEVERLY — Beverly Hospital, which considers itself a leader in developing innovative and personalized birthing environments, has now opened "Beautiful Beginnings," the family-centered delivery suite designed to provide each family with their own unique birth setting.

"Beautiful Beginnings" is a totally new environment that has been attractively and comfortably designed with private suites including whirlpool baths, soft lighting and relaxing furnishings.

Unlike any other hospital's delivery facilities, the new area is a reflection of women's increasing demands for greater control over their births and more personalization in the ex-

perience, according to Grayce M. Kushmerek, coordinator of the Community Relations Department at Beverly Hospital.

Kushmerek said every family looks forward to the miracle of its baby's birth and just as every baby is unique, so is each family's choice for the birthing experience.

Dorothy Kuell, clinical director of maternal and child health at Beverly Hospital said she believes these desires should be respected and supported.

"This is what the woman of today is asking for, and she deserves it," Kuell said. "We feel every woman has the right to direct her birth experience to the greatest possible extent."

Coordinated draperies and

bedcovers in soft colors enhance the non-clinical appearance of the six labor/delivery rooms. Hand-wrought oak tables, and storage units match the headboards of the birthing beds.

"Couples may remain in these rooms throughout the labor and delivery of their baby. They may also have siblings or other support persons attend the birth if they wish," Kuell explained.

For family members who are not participating in the birth but



The Salem News/Dave Matt

Paula and Dennis Pope of Beverly were among the early residents of "Beautiful Beginnings", the family delivery suite at Beverly Hospital. Meg Cyr, R.N. checks the heart beat with a fetal monitoring machine.

THE TIMES
TUESDAY
OCTOBER 30, 1984

LETTERS

Accurate SIDS facts

I read with interest and concern your article on Oct. 22 entitled, "Watching Out For Your Baby." As a community health nurse, I have had the opportunity to attend the training program sponsored by the Massachusetts SIDS Foundation which presents what information is known about SIDS and prepares the professional to provide counseling to the bereaved parents, families and friends.

I was very concerned when I read this article because of the connection between SIDS and use of apnea monitors. Although some infants who have been identified as having apneic episodes (the abnormal cessation of breathing), do later become SIDS victims, not all SIDS infants have had problems with apnea prior to their death.

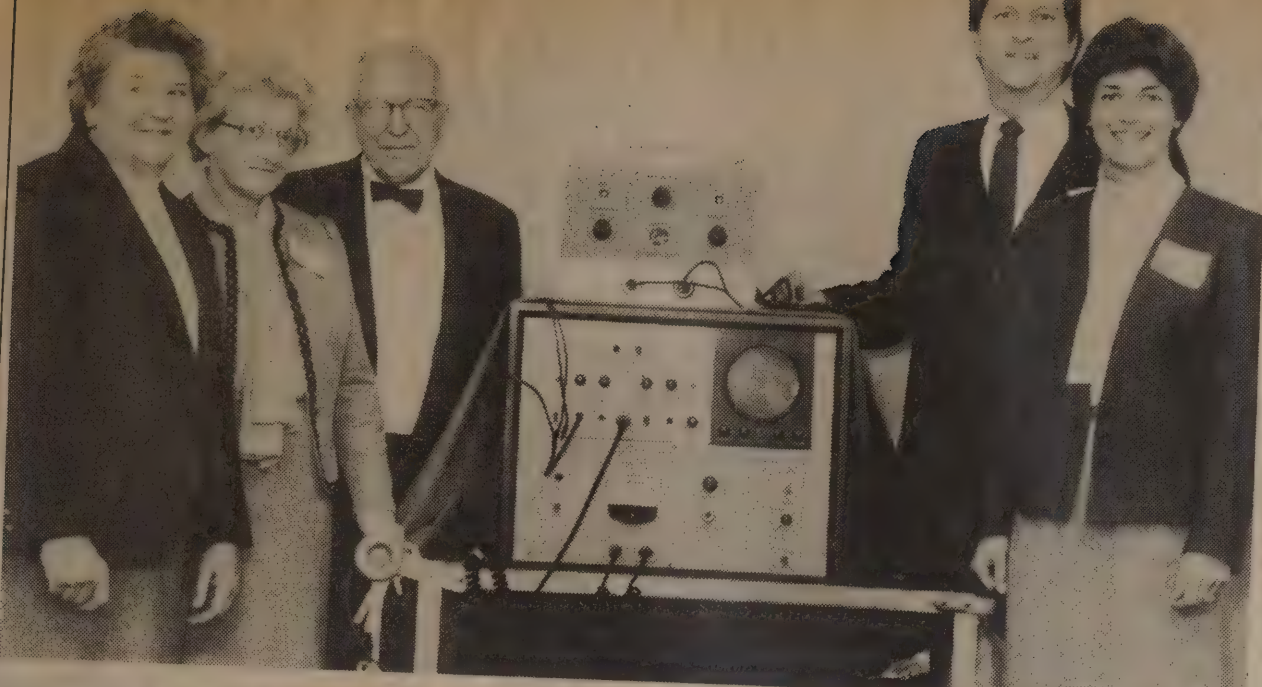
The most common question that I have heard from SIDS families during my visits is "Why didn't they have my baby on the apnea monitor?" Misinformation about apnea monitoring only adds to the tremendous guilt that these families experience.

I think it is very important that it be clear that although the apnea monitors are successful in alerting parents to apnea they do not prevent SIDS.

There is a tremendous amount of research being done to find out why SIDS occurs and try to find a way to predict which infants are at risk. Until we find answers, I hope that by presenting the facts accurately the guilt that accompanies a SIDS death can be eliminated.

Dinah Leadbetter, R.N.
Ipswich

Times 10.31.84



Observing the 25th anniversary of the Special Care Unit at Beverly Hospital are, from left, Helen Galant, head nurse for the unit when it opened in 1959; Mary Palmer, vice president of nursing; Dr. Charles Herrick, a founder of the

Coronary Care Unit; Dr. Randolph D. Maloney, unit medical director; and Kathy Bliss, clinical director. They are posing with an original piece of equipment, an external pacemaker.

Nancy Shackleton photo

Stop smoking clinic starts

BEVERLY — A stop smoking clinic will be offered at Beverly Hospital beginning tonight.

The classes will be held on four consecutive Wednesdays from 7:30 to 9 p.m.

Rita Losee, a psychiatric nurse with extensive experience in counseling towards personal growth, will conduct the program.

A registration fee of \$50 is required but \$15 will be returned to those who successfully complete the program.

For more information, contact the community relations department at the hospital.

Times 10.31.84

Cashing in at nursing homes

By JOSEPH W. FENTON
Beverly city editor

While North Shore residents wait for nursing home beds, the owner of two local homes is finding New York Medicaid patients a far more lucrative way to fill his beds.

by New York patients. In the Pavilion Nursing Home, one in 11 custodial-care beds is taken by New Yorkers.

The New York patients aren't ending up in the two nursing homes because they have relatives in the area. For example, one patient spent 42 years in a New York mental institution and none of her relatives could be located anywhere in Essex County.

Nor are they here because local nursing home beds are empty. In fact, the Beverly-Salem area needs 177 beds for people who require custodial care.

Getting New York Medicaid patients into a Massachusetts nursing home is lucrative. The New York rate for special care patients averages about \$230 a day compared to a Massachusetts' rate of approximately \$50 a day.

Financial records in New York's Social Services Department from 1983 and 1984 indicate Martin is aggressively pursuing New York patients.

Nursing homes, page A10

The owner of two local nursing homes is filling his beds with growing numbers of New York patients while North Shore residents are being forced into nursing facilities at the other end of the county.

By concentrating on the New York patients, the nursing home owner is also pocketing tens of thousands of dollars above what he'd earn if the same patients came from Massachusetts.

In the past year, the Liberty Pavilion Nursing Home in Danvers and the Beverly Nursing Home in Beverly, both owned by Gerard Martin of Pond Street, Jamaica Plain, have admitted more and more New York Medicaid patients, eliminating much-needed beds for the area's large and growing elderly population.

At the 160-bed Beverly Nursing Home, one out of every six custodial-care beds are filled

With mother in Haverhill, visits are fewer

By JOSEPH W. FENTON
Beverly city editor

BEVERLY — Ann Evans would like to visit her 81-year-old mother every day. If she could have found a nursing home vacancy nearby, that's exactly what she'd be doing.

But the closest vacancy was at the Oxford Manor Nursing Home in Haverhill, which means Mrs. Evans is able to visit her mother only twice a week, on her days off.

Her mother — Matilda Lake — broke her

hours with her mother on each visit. "When my mother was in Beverly Hospital, I went to visit her every day. She needs her family. She's very aware of people."

Mrs. Evans says her five brothers live in Chelsea, Easton and Revere, even greater distances from Haverhill.

"It really is a hardship on people who would visit her if she was a little closer."

The family contact, Mrs. Evans says, helps the recovery process. "That to me is so important," she says. "I don't want her to feel depressed or that she's been left there and

“When my mother was in Beverly Hospital, I went to visit her every day. She needs her family. She's very aware of people.”

Babies boom again

NS WEEKLY REGION
10.31.84

A new generation of parents, who are also consumers, has created a booming maternity business for local hospitals

By LOIS McNULTY

The baby boomers are having babies, lots of them, and Essex County hospitals are tripping over each other to accommodate this new generation of parents.

The children born to optimistic young couples in the post-war decades of the 1940s and 1950s are starting their own families now. And since many of them have clear ideas about how they want their babies' births to be, they're shopping around for the hospital that has what they want.

A nationwide trend toward natural childbirth has been developing slowly over the past ten years. Because of great consumer demand for family-centered births, and because the maternity department is the most profitable department in any hospital, administrators of North Shore hospitals are bending over backward to attract the booming market.

Although the current baby boom is the natural result of a growth in the population of people in their childbearing years, the improving economy is also credited. Couples in their 20s and 30s feel they can afford the initial \$1,000-\$3,000 it costs to have a hos-

pital birth. While an improving economy encourages young people to reproduce, it also fuels the hospitals' ability to accommodate them.

Beverly Hospital, the first hospital in Massachusetts to sponsor

Continued on Page 4b





The Deluxe 100.

A booming maternity business for local hospitals



KATHY LESSER, 27, of Gloucester, holds daughter Marjorie, born at Salem Hospital Oct. 27. Lesser says she chose Salem Hospital because of its "reputation for excellent nursing care. I could feel comfortable here."

Continued from Page 1b

a mid-wife-staffed Birth Center, advertises its own maternity department in large and frequent newspaper display advertisements. "Beautiful Beginnings" promises in its ads a "family-centered birthing environment where we respect your personal preferences for the birth experience."

Dorothy Kuell, director of Beverly Hospital's maternity department, reports that the hospital's birth rate has more than doubled in the last six years. "Obstetrics has had more consumer intervention than any other area, and we've profited from it more than in other medical departments, due to our image as a progressive institution," she says.

Beverly's maternity department includes two private "birthing suites," where a mother can stay, with her husband, children, or other "birthing coach," for the entire birth, from labor to birth to recovery. If all goes well, mother and baby can be discharged from the hospital within 24 hours.

Beverly's maternity department also includes traditional rooms, where mothers have the option of "rooming in," having their babies in the room with them at all times. The father is welcome to sleep on a cot the room. Caesarean section births are treated as normal births at Beverly Hospital, with surgery taking place in a delivery room in the maternity department, instead of in the hospital's operating room.

In its willingness to cater to the generation of mothers who want to "take charge" of their baby's birth, Beverly Hospital has not forgotten the traditionalists. For those who want the standard birth options, the hospital's maternity department also offers the high technology of modern birthing, with fetal monitors, forceps and anesthesia.

Hunt Hospital in Danvers and Lynn Hospital both confirm that they have had increases in their birth rates, but the hospitals report different

approaches to the marketing of their maternity services.

"More women than you would expect, about 95 percent of obstetrical admissions, are opting for a natural childbirth," says Hunt Hospital Administrator Richard Sherman.

Hunt, a 140-bed hospital with 10 maternity beds, has accommodated the new consumers by adding two birthing rooms. "We'd like to have more," Sherman says. "We've been keeping the unit at 80 percent occupancy, when the federal guidelines for a viable maternity unit recommend a 75 percent minimum occupancy."

Hunt's maternity department is the most profitable department in the hospital. Last year, it brought in \$2 million in revenues, when total revenue for the hospital was \$27 million.

Sherman explains that, since maternity patients are the ones most likely to pay their bills, and since occupancy and turnover in that department is highest, any investment in the department is bound to be a good one. Now that the birth rate is up, he says, it's a doubly-sure investment.

"The future of the hospital depends on how well we can support birthing services," Sherman says, "because the maternity department brings in an entire young family to the hospital."

The maternity department also stimulates other departments. At Hunt last year, for example, 35 percent of gynecological surgery was generated by maternity, and 33 percent of ultrasound procedures were obstetrical.

Births at Hunt have shown a significant increase in the past three fiscal years — from 577 in 1982 to 612 in 1983 to 689 in 1984. An "uneventful," or normal birth can be had for as little as \$900, with a 24-hour discharge.

"You can't get a car for under \$2,000," Sherman says. He credits the hospital's response to the natural birthing consumer demands for the success of Hunt's maternity depart-

ment. "The birth rate could rise, but if we didn't respond to the interest in natural childbirth, which began in late 1976, we wouldn't have the number we have. Your survival depends on how well you provide for public needs."

At Lynn Hospital, maternity nurse Lois Dobbins says that, over the past four months, she's noticed an increase in births. In that time, 100 births have taken place in the 26-bed maternity department.

"We don't have anything you'd call new or innovative," she says. "We offer excellent care, and we've always been sensitive to the family's needs. For example, we've never considered the father as a visitor, and we try to make Caesarean births no different from other births. We have private labor rooms, and we've been offering rooming-in for a long time."

Lynn Hospital does advertise its Atlanticare maternity service in newspaper ads, however, and Dobbins says the department is "considering early discharge and a few other things."

The staff in the maternity department at Salem Hospital says the hospital's tradition of meeting the needs of new families, and its unique "special-care nursery" in part account for the increase in the monthly birth rate from 80 or 90 per month to 100 in June and 136 in July.

Salem, a regional hospital that draws patients from as far away as New Hampshire and Connecticut, has a 17-bed maternity department, which, according to assistant maternity department director Lorraine Lantagne, is "almost always full." Lantagne has worked in Salem Hospital's maternity department since 1952. She says the recent changes in hospital childbirth traditions is "all for the good."

"Mothers are going home more quickly, after two or three days," she says, "and that's got to be good for the hospital."

Continued on Page 5b



SWAMPSCOTT'S PUBLIC cemetery is located on prime property in the well-developed, highly congested town. Above, the Lynn Sand and Stone

Company sits directly behind the cemetery. The town is now faced with deciding where to bury the dead of future generations.

When you die, will there be any place left to bury you?

Continued from Page 1b

one of three public cemeteries open to Georgetown residents. "We expanded our present site to include four acres. That should last another 25 to 30 years. After that, I don't know what we'll do."

While the number of people dying nationwide has declined since World War II, the amount of space needed to

survey of the cost of a cemetery plot in 18 communities surrounding Swamp-

scott. He found the average rate for a one-grave plot, including perpetual care, is \$275 in those communities. Yet in Swampscott, the same size plot with endowment costs only \$200.

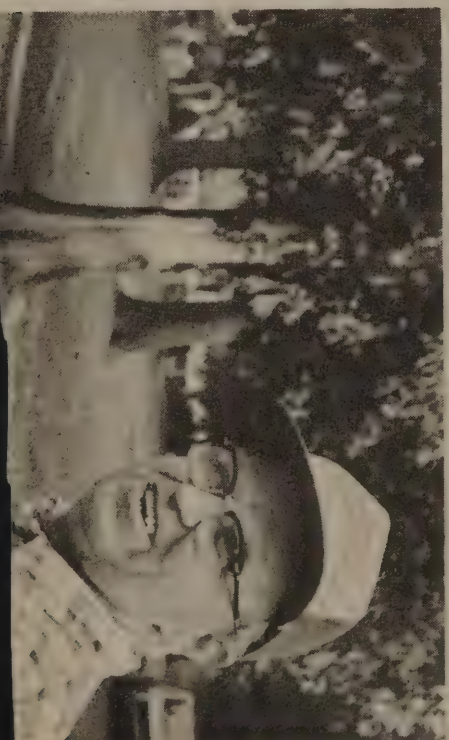
"The figure for plots will probably have to be raised," Sotiros says. "We use about 234 graves a year—we bury 100 people a year and we sell another

forseeable future, we're in good shape."

The only residency requirement for the town's nine public cemeteries is that the deceased must have lived in Ipswich for at least three years before his or her death. Since Ipswich has 10 acres of available cemetery land that hasn't even been tapped yet, the town can afford to charge one of the lowest local rates for a one-grave-deep plot



PINE GROVE CEMETERY in Topsfield has plenty of unsold plots. The cemetery even has enough room to sell plots to non-Topsfield residents, a luxury few small towns can afford.





SALEM HOSPITAL'S maternity department is due for an expansion, if the state Department of Public Health approves a request for funds.

Baby boom

Continued from Page 5b

born infants can be electronically monitored. Although the special care nursery cannot take the place of neonatal intensive care units in Boston medical centers, the nursery can care for sick babies born in other hospitals. Many North Shore parents whose babies had to be transferred to Boston hospitals opt to have their babies transferred to Salem's special care nursery as soon as they are stabilized.

Although the baby boom has not hit Anna Jaques Hospital in Newburyport, the trend has changed the hospital's maternity department nevertheless.

At Anna Jaques, the 12-bed maternity unit includes five "birthing areas," one of which is a "home-like suite." Although there has been a general increase in the birth rate at Anna Jaques, the census for fiscal 1984 shows 741 births, when 745 births were reported in the previous year.

The baby boom may well spark a building boom at North Shore hospitals. If Salem Hospital gets the go-ahead from the state Department of Public Health, it will renovate and enlarge its maternity department as part of a \$21.9 million request to improve six of the hospital's departments.

And at Hunt, administrator Sherman says the hospital is "looking toward improvements in birthing services, aesthetic as well as renovations, and more birthing rooms."

Baby boom

Continued from Page 4b

Lantagne says Salem's staff has been researching patient needs for at least 20 years, and was the first hos-

pital in the area to allow fathers in the delivery rooms, sibling visitation, and prenatal education classes.

Lantagne is also proud of Salem Hospital's "special care nursery," where up to eight ill or prematurely-

Continued on Page 19b

Durkee makes his living making the famous for its role in 'Fluffernutters'

th food craze, where parents ed kids to eat granola and fruit — Marshmallow Fluff.

day, sugar and corn syrup prices stabilized and many local high his serve "Fluffernutters," the ut butter and Fluff sandwich ee-Mower copyrighted in 1961, rt of their weekly menus. And ee is confident Marshmallow will be able to hold its own st anything now.

ie advantage we do have with — from a nutritional standpoint that it's not really an end pro-

every plastic container. And the company puts out a "Yummy Book" recipe pamphlet that includes hundreds of Fluff recipes — from pies to cakes to candies — for the adult consumer to make.

"Our customers buy Fluff almost weekly," Durkee says. "Anybody could take the exact same ingredients in the exact same quantity and attempt to make Fluff. But they wouldn't get our product."

The "secret" to making Fluff, Durkee confides, is in the whipping process. The product is made in small batches that are whipped separately with a high-powered electric beater for about 15 minutes. The whipping takes place in a sterile, dehumidified air-conditioned room.

"The whipping process is not patented, but it's what separates Marshmallow Fluff from its competitors," he says.

Indeed, in the mid-1960s, Kraft Foods Inc., the behemoth food manufacturer and distributor, cut into the market until then dominated exclusively by Durkee-Mower by introducing its own marshmallow cream, packaged — not coincidentally — in light blue jars. At roughly the same time, a company in Indiana came out with a similar product that it manufactured for private labels.

Since H. Allen Durkee and Fred L. Mower did not copyright their Fluff recipe, other marshmallow cream imitations were bound to spring up. But Don Durkee says he is not afraid of his competitors' white stuff because it's not up to snuff with his Fluff.

"Our competitors use continuous mixing procedures," he says. "They don't do the whipping the way we do. They don't use employees to handle



duct," Durkee says confidently. There are 5,000 uses for Fluff. If the housewife or the mother wants to give good nutrition she can mix Fluff with peanut butter and serve it on whole

NEWS 11.1.84
Briefly

Living with cancer

BEVERLY — Living with cancer is the focus of a new support group being organized at the Beverly Hospital.

The group will meet monthly and there will be speakers including doctors and nurses who are in the Beverly Hospital Oncology Clinic.

All oncology patients, families and others interested in participating are invited to join the monthly support group.

For further information on the oncology support group, contact Barbara Shaefer in the Social Service Department of the hospital.

Nursing home patients

TIMES 11.5.84

I'm calling in regard to the article about the nursing home (Times, Oct. 31), about the New York patients being admitted to Massachusetts nursing homes. I have a mother who is 25 miles away in a nursing home because we can't get her locally. I think even though they get more money for New York patients, I think the Massachusetts patients should have priority.

Beverly

I want to congratulate you on your article on the nursing homes. Maybe the administrator at the Beverly Hospital would be interested. The administrators are the ones that decide where the patients are going, I think. But they've increased everything at the Beverly Hospital — all kinds of things — for new mothers to sit down and watch their children born and everything else, but they've never done a damn thing towards helping the poor people who have to go to the nursing homes 25 to 40 miles away. It's about time they decided that the administrator there ought to get on the ball and decide whether they want to improve conditions, to make a lot of money, or do they want to help the poor people who have to go to nursing homes?

Beverly

New diagnostic system at Lynn Hospital

Lynn Hospital's new, advanced medical diagnostic imaging system goes into operation this week serving patients on the North Shore.

The ultra-sophisticated electronic scanner, called a CT 9800 (computed tomography) whole body scanner, will enable area physicians to perform studies of head and body tissues with unprecedented detail and accuracy.

According to Dr. Harold Weintraub, neuroradiologist and body imaging specialist, "Computed tomography — or CT — is that visual reconstruction by computer of a 'tomographic plane' of an object. In medicine, a tomographic plane represents about one-centimeter thick 'slice' of a portion of the human body." The new CT images slices as thin as 1.5 mm.

Lynn Hospital is one of few hospitals in the area to offer this new super-fast diagnostic tool. "Lynn Hospital has had CT Scan capabilities for six years," Dr. Weintraub said. "The CT 9800, the latest 'state of the art,' replaces our older scanner."

Hospital given accreditation

TIMES 11.2.84

BEVERLY — The Beverly Hospital has been awarded continued accreditation by the Joint Commission on Accreditation of Hospitals.

The award was granted for a period of three years, the maximum time allowed by the commission.

The accreditation was based on results of a three-member JCAH team survey of the hospital this summer.

Accreditation indicates adherence to high standards of patient care and medical practice as measured in comparison to other hospitals nationwide. Many health care facilities such as Beverly seek the voluntary approval program as it represents a benchmark of quality that is higher than governmental licensure alone.

Hospital helped visit

Through the Times I should like to thank Grace Kushmerek, the Community Relations Office and the pharmacy staff at Beverly Hospital for the assistance they provided to the Rev. Dr. Ralph Abernathy during his Oct. 18 visit to Beverly. Dr. Abernathy came to our city to participate as a presenter in Endicott College's 1984 Lincoln Forum Lecture Series. Upon his arrival at Logan International Airport he discovered that important medicines had been left behind in Atlanta, Ga.

The hospital was notified of this situation, got in touch with the appropriate sources in Atlanta and provided Dr. Abernathy with his medicines. We are truly grateful for this immediate and professional response which resolved the difficulty.

On behalf of Dr. Abernathy, and Endicott College, I wish to extend a warm and special word of thanks to all involved.

TIMES 11.6.84

Carol A. Hawkes
President
Endicott College

NS WEEKLIES 11.7.84

help

BEVERLY HOSPITAL, 922-3000, offers a number of on-going community service and health programs. Call the Hospital for information. ALZHEIMER'S SUPPORT GROUP, ext. 2710. LIFELINE, ext. 2845. MALE CLINIC, ext. 2740. NORTH SHORE BIRTH CENTER, ext. 3010 to pre-register. PARENT'S CLASSES, ext. 2200. PEDIATRIC PUPPET SHOW, ext. 2180. SPORTS MEDICINE CLINIC, ext. 2740. WEIGHT LOSS/EXERCISE PROGRAM, ext. 3438. BREAST SELF EXAMINATION, ext. 2740. CARDIOPULMONARY RESUSCITATION, ext. 2480. ONCOLOGY SUPPORT GROUP, ext. 2710.

NUTRITION COUNSELING SERVICES is available to Ipswich area residents through a new weekly program at the Cable Emergency Service. Nutrition counseling will be provided by a Beverly Hospital registered dietitian. Available from 8 a.m.-1 p.m. Appointments for the nutrition counseling service may be arranged by calling Beverly Hospital Nutrition and Fitness Center at 922-3000, ext. 3430.

PULMONARY EDUCATION PROGRAM, last Thursday of month 7:30 p.m. in the Pulmonary Clinic, Beverly Hospital, Beverly. For information call 922-3000, ext. 2546. No charge.

Hospital gains accreditation

SALON NEWS 11.8.84

BEVERLY — The Beverly Hospital has been awarded continued accreditation by the Joint Commission of Accreditation of Hospitals in Chicago.

The award was granted for a period of three years, the maximum allowable, according to a hospital spokesman.

Beverly Hospital President Robert R.

Fanning Jr. was officially notified of the approval by John E. Milton, director of the hospital accreditation program.

Its decision was based on results of a

three-member JCAH team survey of the hospital this past summer.

Accreditation indicates adherence to high standards of patient care and medical practice as measured in com



Tell it to the Times

927-8686

CHICKEN 11.9.84

Don't blame hospital

11.8.84

In regard to a letter written to Tell it to the Times on Monday about the Beverly nursing home situation. The man is attacking unfairly the administrator of Beverly Hospital. It is not his decision where patients go, but a nursing home decision. If Massachusetts isn't paying as much as New York, I don't blame the administrator from the nursing homes for taking the patients from New York. Let's question why the fees are so low here and high in New York. I think Beverly Hospital does a lot of good for the people of the community and this man obviously has a personal vendetta and he should check his facts before he calls in with such ridiculous statements.

Beverly



Members of the Beverly Hospital Aid Association Board, Mrs. Peter Hersee with daughter, Pamela, Mrs. G. B. Townsend and Mrs. Eldon Scott, President, inspecting one of the new Labor-Delivery-Recovery Rooms with Dorothy L. Kuell, Clinical Director of Maternity and Child Health. The Aid Association has donated the renovation of this particular room to the Hospital.

HELP

NS SUNDAY 11.16.84

BEVERLY HOSPITAL, Beverly. Breast Self Examination teaching program, second Thursday of month, 7:30 p.m. call 922-3000, ext. 2740; Oncology Support Group, meets monthly, call 922-3000, ext. 2710.

WEIGHT LOSS AND EXERCISE PROGRAM at Beverly Hospital. Combines personal diet counseling and aerobic exercise for fitness and conditioning. For information call 922-3000, ext. 3438 or 3439.

CITYSCENE



TIMES 11.13.84
ON TV: Dr. Sharad Chitre, chief of outpatient and the emergency room at Beverly Hospital, was one of five from the 5,000 in the Boston area's Indian community selected to appear on Channel 68's Asian Entertainment Saturday at 10 a.m.

Guest speakers told of the Indian community's reaction to the assassination of their beloved leader, Indira Ghandi.

Mrs. Rekha Chitre said her husband's colleagues

from Beverly Hospital and Hamilton/Wenham residents have been kind in sending their sympathies.

Nanda Chitre, a senior at Tufts University, appears every Saturday morning at 10:30 a.m. on Channel 68's Asian Entertainment. Ms. Chitre presents Indian music and news of the Indian community. She is the

daughter of Dr. and Mrs. Sharad Chitre of Bay Road, Hamilton. Dr. Chitre is chief of outpatient and the emergency room at Beverly Hospital.

* * *

Good equipment can cut down ski injuries

T1H23 11.14.84

STAYING HEALTHY

By John Zimmer



Now that the greater Boston area has experienced its first freezing temperatures, we begin to turn our attention to the north country and the prospects of a

good ski season.

It is estimated that five to 10 million people participate in downhill skiing an average of 14 times a year. At the same time, 500,000 ski injuries occur every year in the United States.

Let's look at some of the most common injuries that occur in skiing and identify any factors that may make skiers more vulnerable to accidents.

There are several studies suggesting there is a significantly higher injury rate in children than adult skiers. A recent survey reveals that the age group comprising 11- to 13-year-olds is indeed the most vulnerable. This results from the fact that group has sufficient skills to ski rapidly but may not have the judgment to match their skiing ability.

Recklessness all too frequently results in accidents.

Parents must also realize the major factor in reducing ski injuries over the past 10 years is the improvement in binding design and function. Providing children with inexpensive, hand-me-down equipment may be dangerous.

The most common injury in all age groups is trauma to the ligaments of the thumb.

The thumb gets hooked behind the ski pole when the skier attempts to break his fall on an outstretched hand. This results in disruption of the stabilizing ligaments of the thumb and a weak thumb-finger pinch.

A tender, swollen thumb following a fall should always be assessed by a physician. Cast immobilization and even surgery is sometimes required to repair the damaged ligaments.

Knee ligament injuries are the second most common injury in all age groups, the damage usually occurring to the inside or medial collateral ligament. X-rays do not reveal ligament damage so a "normal X-ray" does not necessarily mean that all is well. A swollen, tender knee should always be assessed by a physician.

The ankle is well protected with the advent of high top boots, but fractures of the tibia (shin bone) persist and are called boot top fractures.

This common injury can happen to all downhill

skiers. Fractures of the tibia result from binding failure. Unfortunately, most skiers tend to set their bindings too tight. As a practical test of bindings, the skier should be able to twist out of the bindings painlessly. Most tibia fractures require an average of 16 weeks in a cast.

Head and spine injuries make up approximately 4% of all injuries in downhill skiing and are most frequent in the younger age group.

There appears to be a trend toward more serious injuries occurring in skiers of all age groups. People are skiing faster, and injuries at high velocity are usually more severe.

The average skier can minimize his or her risk of injury by making sure equipment is of top quality and well-fitted. Skiing is a sport that also requires conditioning prior to participation and, unfortunately, judgment is a too often neglected virtue.

Dr. John Zimmer is an orthopedic surgeon and director of the Sports Medicine Clinic at Beverly Hospital.

Comments or questions for his column may be directed to Sports Medicine, c/o Community Relations Department, Beverly Hospital, Beverly, MA 01915 or call 922-3000, ext. 2463.

THE TIMES
WEDNESDAY
NOVEMBER 14, 1984

LETTERS

Voice in the wilderness

Another voice crying in the wilderness! What are we doing to our older people?

Our family was informed through a social worker that my oldest brother (85-years old and has cancer) must be moved from Beverly Hospital within the week. The understanding was that he was going to be put in the Cedar Glen Nursing Home in Danvers. The day before he was to be moved, his daughter went to the hospital to make arrangements and was informed that he was to be sent to Haverhill.

His children are located in Illinois, Mississippi, Florida (2), Texas and New Hampshire. I am a sister, a senior citizen and live in Beverly. When he was sick at home a considerable length of time, I visited him four or five times a day, as I lived close by. In Beverly Hospital, I visited with him usually twice a day. I feel that I can only visit with him twice a week in Haverhill, and dread the thought of having to drive that far during the winter. His closest daughter, who lives in New Hampshire, has an hour and a half drive from her home. She works and can manage to get there only two or three times a week. The result is he feels lost and holds back tears whenever we leave after visiting with him. So, to make more money, an owner of two local nursing homes brings people in from New York?

There was an article in your paper recently, (regarding Beverly Hospital) stating that the patients were staying a shorter length of time and there was a possibility that some help might have to be let go. Why not reserve some of the beds for nursing home patients at nursing home rates? Eighty-five dollars a day (the rate being paid in Haverhill) is not peanuts. Against regulations, I suppose? I understand the hospital is building a nursing home, but what about those people caught in the interim?

The whole situation makes an elderly citizen's outlook as to one's own future very frightening.

Mrs. Claude H. Patten
Beverly

HOLIDAY HAPPENING: The Beverly Hospital Aid Association will sponsor its "Holiday Happening" Friday, Nov. 16 from 10 a.m. to 4 p.m. at the hospital.

The annual holiday sale offers unusual and reasonably priced gift and decorating items, plus baked goods and chances to win unique handmade articles.

Exhibiting handicrafts this year will be several local "cottage" industries including Peggy Reynolds' Crafters Unlimited, Karin Rowland's Just A Little Romance, Castle D. Handcrafts Toys to Outlast Childhood, Lynn Mortimer's Unique Enterprises and Hester Cook's candy Cook's Confections.

Other booths will offer items from Parker Brothers games, the Book Store of Beverly Farms, the hospital gift shop, baked goods, plants and collectibles.

Reserved parking will be available during the fair hours.

All proceeds from the Holiday Happening will benefit the Aid Association's continuing financial support of numerous hospital programs.

EXERCISE FOR SENIORS: Senior citizens interested in improving their physical fitness are invited to attend "Exercise for Seniors" Monday, Nov. 19 at the Beverly Hospital Pulmonary Clinic.

The free program will begin at 7 p.m. and will be conducted by Mary Ellen Sullivan, registered physical therapist and John Prochilo, exercise physiologist.

Topics of discussion will include the benefits of exercise and how seniors can exercise safely and effectively. Specific exercises that can be done in the home and outdoors will be demonstrated.

Interested persons may contact the Beverly Hospital Bioenergetics Laboratory for further information and registration.

BREAST SELF-EXAMINATION: Instruction for women in breast self examination is offered monthly by the Beverly Hospital Outpatient Department.

The next session will be held Tuesday, Nov. 20 at 10:30 a.m.

The breast self examination (BSE) program is conducted by Renee Burke, R.N., oncology nurse. Participants will be instructed in the proper method of performing BSE and the importance of early detection of cancer of the breast.

The BSE teaching program is not intended to replace regular examination by a physician.

There is no charge for the program, although pre-registration is requested. Interested women may call the Beverly Hospital Outpatient Department at 922-3000, ext. 2740.

THE SALEM, MASS., EVENING NEWS — THURSDAY, NOVEMBER 15, 1984

20



There were several Peabody officials at the Essex County Boards of Trade meeting Wednesday, including, from the left, Paula Newcomb, Peabody Chamber director; Mayor Peter Torigian; Edward Fialkowski, outgoing Peabody Chamber president; Jack Good, president of the Boards of Trade; and Ted Jones, incoming president of the Peabody Chamber.

The Salem News/Kirk Williamson

Beverly Hospital offers a course for women

Instruction for women in breast self examination is offered monthly by the Beverly Hospital Outpatient Department.

The next session will be held Tuesday, Nov. 20, at 10:30 a.m.

The program is conducted by Renee Burke, an oncology nurse. Participants will be instructed in the proper

method of performing the examination and the importance of early detection of cancer of the breast.

A film presentation will augment the teaching program and participants will have an opportunity to practice with special models provided by the American Cancer Society.

The breast examination program is not intended to replace regular examination by a physician.

There is no charge for the program, although pre-registration is requested. Call Beverly Hospital Outpatient Department at 922-3000, ext. 2740.

4070. **TIME3 11.15.84**

CANCER SUPPORT GROUP: The Oncology Support Group at Beverly Hospital will hold its next monthly meeting Monday, Nov. 26 at 3 p.m.

Guest speaker will be George Kacoyanis, M.D., surgeon and active member of the Beverly Hospital Medical Staff. The support group will meet in the Nutrition and Fitness Center.

All oncology patients, families and others interested in participating are invited to join the free monthly sessions.

For further information, contact Barbara Schaefer, MSW, in the Social Service Department at the hospital.

MAKING CHOICES: Mid-life body changes will be the topic of discussion at the next "Making Choices" women's health program sponsored by the Beverly Hospital.

The program will be held Tuesday, Nov. 27 in the hospital's lecture hall, beginning at 7:30 p.m.

Speakers Dolores Emspak, M.D. and Bryant Barnard, M.D. will address the myths and facts of pre-menstrual syndrome, male and female menopause and impotence.

Dr. Emspak is an obstetrician/gynecologist, and Dr. Barnard is a urologist. Both are active members of the Beverly Hospital Community Relations Department.

"Making Choices" is an on-going series of programming designed by women, for women and about women. Men are also welcome to attend the programs, which are scheduled in the fall and spring.

NEWS 11.15.84
Datebook

Monday, Nov. 19

The Mayor's Charter Study Committee meets at 7:30 p.m. in City Hall.

→ "Exercise for Seniors" at Beverly Hospital, 7 p.m.

Monday, Nov. 26

→ Oncology support group at Beverly Hospital at 3 p.m.

Tuesday, Nov. 27

Financial aid meeting for Beverly High School students, 7 p.m.

→ Women's monthly health program at Beverly Hospital, 7:30 p.m.

Seniors citizens offered free exercise program in Beverly

An exercise program for senior citizens will be held on Monday, Nov. 19 at the Beverly Hospital Pulmonary Clinic at 7 p.m. and all area senior citizens interested in improving their physical fitness are invited to attend.

The free program will be conducted by Mary Ellen Sullivan, registered physical therapist and John Prochilo, exercise physiologist. They will discuss the

benefits of exercise and how senior citizens can exercise safely and effectively. Specific exercises that can be done in the home and outdoors will be demonstrated.

Anyone interested in the program who wishes further information can call the Beverly Hospital Bioenergetics Laboratory for further information and registration, at 922-3000.

"Exercise for Seniors"

BEVERLY — Senior citizens interested in improving their physical fitness are invited to attend "Exercise for Seniors" tonight at the Beverly Hospital Pulmonary Clinic.

The free program will begin at 7 p.m. and will be conducted by Mary Ellen Sullivan, registered physical therapist and John Prochilo, exercise physiologist.

Topics of discussion will include the benefits of exercise safely and effectively.

Specific exercises that can be done in the home and outdoors will be demonstrated.

Interested persons may contact the Beverly Hospital Bioenergetics Laboratory for further information.

SALEM NEWS 11.15.84
Hospital program

BEVERLY — The Beverly Hospital Out-patient Department is offering monthly instruction for women on breast self examination (BSE). The next session will be held Tuesday, Nov. 20 at 10:30 a.m.

The BSE program is conducted by Renee Burke, oncology nurse. Participants will be instructed in the proper method of performing BSE and the importance of early detection of cancer of the breast.

A film presentation will augment the teaching program, and participants will have an opportunity to practice with special models provided by the American Cancer Society.

There is no charge for the program. Pre-registration is requested.

Nine physicians join Beverly Hospital staff

BEVERLY — Nine physicians have been appointed to the Beverly Hospital Medical Staff, following approval by the hospital's Board of Trustees.

Barry W. Burrows, M.D., was appointed to the associate staff with privileges in obstetrics and gynecology. A graduate of Wayne State University Medical School, he completed internship and residency at University of Minnesota Hospitals. He is associated in practice with Dr. John P. Keenan of Danvers.

Robert M. Canova, M.D., was appointed to the associate staff with privileges in nephrology. He received his medical degree from the University of Massachusetts Medical School and served internship, residency and a nephrology fellowship at St. Vincent's Hospital, Worcester. He is board certified in internal medicine and maintains his office practice in Peabody.

Elizabeth A. Dienes, M.D., was appointed to the associate staff with privileges in radiology. She is a graduate of Tufts Medical School and completed residencies at Massachusetts General and New England Deaconess Hospitals. She is associated with the Beverly Hospital Radiology Department.

Paul W. Jamison, M.D., was appointed to the associate staff with privileges in psychiatry. A graduate of Boston University School of Medicine, he served internship at Washington Hospital, Berlin, Vt. and psychiatric residency at University of Vermont Medical Center Hospital. He is affiliated with Drs. Michael Edwards and Andrew White in Peabody.

Thomas J. Lapine, M.D., was appointed to the associate staff with privileges in internal and nuclear medicine. He is board certified in both specialties. A graduate of the University of Ottawa, he completed internship and a nuclear medicine fellowship at the U.S. Naval Hospital, Bethesda, Md. In addition to residencies in New England Medical Center and U.S. Naval Hospital, Boston.

Thomas J. Lawrence, M.D., was appointed to the associate staff with privilege in internal medicine. He received his medical degree from Harvard Medical School and served internship and residency at the University of Minnesota Hospitals. Dr. Lawrence also served in the U.S. Army Medical Corps at Walter Reed Army Institute and was a research fellow at Scripps Clinic, La Jolla, Calif. Board certified in his specialty,

Tuesday

he is affiliated with Harvard Community Health Plan's Peabody Center.

Robert J. Margolin, M.D., was appointed to the associate staff with privileges in internal medicine. He is also associated with the HCHP Peabody Center. A graduate of Tufts University Medical School, he served both his internship and residency at Mount Zion Hospital, San Francisco.

Richard E. Spector, M.D., was appointed to the associate staff with privileges in otolaryngology. He is a graduate of Boston University Medical School, completed internship at the University of Colorado Medical Center and residency at Indiana University Medical Center. He is board certified in his specialty and maintains his office practice in Lynn.

John C. Wells, M.D., was appointed to the associate staff with privileges in internal medicine. He received his medical degree from the University of Rochester and completed internship in Rhode Island Hospital. He served his residency and fellowship in medicine at Peter Bent Brigham Hospital and is board certified in internal medicine. He is associated with Harvard Community Health Plan's Peabody Center.

Topsfield doctor on probation for two years

go by and Lamar follows all the directions, including successfully completing the drug program, nothing will be done.

"Otherwise, she'll be back in court."

In August it was alleged Lamar impersonated a doctor to obtain drugs and she was suspended from her duties as a doctor at an area health care center pending the outcome of the case.

Reports indicated Lamar had been issued a license to practice medicine on May 27, 1971, but that license status is now X, indicating she is no longer licensed or allowed to obtain controlled substances. A state registry

A doctor who lives in Topsfield has pleaded guilty to charges of using fraud to obtain controlled substances at a Hamilton pharmacy and been placed on probation for two years.

Juanita "Judy" Lamar of 180 High St. was arrested by Hamilton and state police on Aug. 8 and charged with fraudulently obtaining drugs.

On Oct. 25, she pleaded guilty at Salem District Court and her case was continued without a finding for two years, according to Helen Corbett of the District Attorney's office.

In addition, Lamar was fined \$5,000 in court costs, placed on two years probation, and enrolled in a mandatory drug program.

According to Corbett, if two years

spokeperson said records indicate Lamar did not apply for renewal of her license in 1984.

Thomas Drougas, owner-pharmacist at the Hamilton Pharmacy, initiated the investigations because of "some discrepancies in prescriptions" Lamar was filling. According to Drougas, some 2,000 to 3,000 Ritalin pills, an amphetamine known as speed and considered acceptable therapy for hyperactive children, were obtained by Lamar for almost a year before Drougas became suspicious and contacted the drug investigation unit of the state police at the end of July.

Lamar has not been available for comment.



"Holiday Happening", a fair at Beverly Hospital, provided many gifts for the season. Taking advantage of the sale were Betty McDowell, left, and Dorothy Comstock. 11.20.84
The Salem News/Kirk Williamson

N.S. WEEKLIES REGION help 11.21.84

BEVERLY HOSPITAL, 922-3000, offers a number of on-going community service and health programs. Call the Hospital for information. **ALZHEIMER'S SUPPORT GROUP**, ext. 2710. **LIFELINE**, ext. 2845. **MALE CLINIC**, ext. 2740. **NORTH SHORE BIRTH CENTER**, ext. 3010 to pre-register. **PARENT'S CLASSES**, ext. 2200. **PEDIATRIC PUPPET SHOW**, ext. 2180. **SPORTS MEDICINE CLINIC**, ext. 2740. **WEIGHT LOSS/EXERCISE PROGRAM**, ext. 3438. **BREAST SELF EXAMINATION**, ext. 2740. **CARDIOPULMONARY RESUSCITATION**, ext. 2480. **ONCOLOGY SUPPORT GROUP**, ext. 2710.

NUTRITION COUNSELING SERVICES is available to Ipswich area residents through a new weekly program at the Cable Emergency Service. Nutrition counseling will be provided by a Beverly Hospital registered dietitian. Available from 8 a.m.-1 p.m. Appointments for the nutrition counseling service may be arranged by calling Beverly Hospital Nutrition and Fitness Center at 922-3000, ext. 3430.

PULMONARY EDUCATION PROGRAM. last Thursday of month 7:30 p.m. in the Pulmonary Clinic, Beverly Hospital, Beverly. For information call 922-3000, ext. 2546. No charge.

ONCOLOGY SUPPORT GROUP for cancer patients, families and friends, meets Nov. 26, at 3 p.m. at Beverly Hospital. For more information, call 922-3000, extension 2710.

COURSES

MID-LIFE BODY CHANGES, Beverly Hospital, on Tuesday, Nov. 27, at 7:30 p.m. No charge but pre-registration required through the Community Relations Department (922-3000, extension 2480).

Council on Aging seeks

By ANTHONY BLASI
News Staff

BEVERLY — Chairman Anthony Ventresca is seeking to move the Council on Aging's offices from the GAR Hall to another location because there is not enough space to provide additional health care programs.

Ventresca said Monday afternoon that he spoke to Rep. Frances Alexander and Mayor Jack Monahan a couple of mon-

ths ago about moving to another building.

"What we need now is space. The facility won't allow for health care programs. I want to do so much, but I'm limited (because of not enough space). I think the time has come for medical purposes," Ventresca said.

He said he has not decided on what location would be more suitable, but would like to see, if

possible, the Council on Aging move to a building in downtown Beverly.

According to Ventresca, some of the numerous problems caused by lack of space include no privacy, only one program can be operated at a time, and health programs cannot be instituted.

He said another building would be needed to provide eight more offices. "This is what has

Pinned down at between its own 10 and 15-yard lines, Beverly was forced to punt. Nutting

record. The team also has the distinction of having another member on the present City Council, Ward 4 representative

NEW 11.21.84
Women's health

BEVERLY — Mid-life body changes will be the topic of discussion at the next "making choices" women's health program, which is sponsored by Beverly Hospital. The program will be held on Tuesday, Nov. 27 at 7:30 p.m. at the hospital's lecture hall.

Speakers Dolores Emspak and Bryant Barnard will address the myths and facts of premenstrual syndrome, male and female menopause, and impotence. There is no charge for attendance, but pre-registration is required.

Support group

BEVERLY — The oncology support group at Beverly Hospital will hold its next monthly meeting Monday, Nov. 26, at 3 p.m. Guest speaker will be George Kacoyanis, surgeon and active member of the hospital staff. For further information contact Barbara Schaefer in the social service department of the hospital.

Financial aid

BEVERLY — A meeting explaining financial aid for high school seniors planning to attend college will be conducted at Beverly High School on Tuesday, Nov. 27, at 7 p.m. in Room G-104.

John Snell, financial officer for North Shore Community College, will explain to parents of seniors how to complete the financial aid form (FAF).

This will be the only financial aid meeting conducted at the high school this year.

CRICKET 11.22.84
Hospital Aid Raffle Winners

The drawings for five raffle prizes climaxed a very successful Holiday Happening Christmas Bazaar sponsored by the Beverly Hospital Aid Association last Friday at the hospital. Mrs. Gerda Berry of Ryal Side, Beverly won the two handmade Raggedy Ann and Raggedy Andy dolls made and donated by Priscilla Williams. Mrs. Frederick White, also of Beverly, won the fancy Thanksgiving cake baked by Chris Delaney of Danvers and donated by Winmil Fabrics of Beverly. The beautiful feather turkey decoration made by Mrs. Edwina Crockett and donated by Mrs. Rae Scott was won by Mrs. Connie Eppel of Manchester, and the large fresh turkey donated by Meats Unlimited, 14 Elliott Street, Beverly, was won by Fran Douberly of Ipswich, a nurse in IV Therapy at the hospital. M. D. Lincoln of Beverly, who works on the maternity floor, won the child's rocking horse from the hospital gift shop, the Sunflower Shoppe.

Money raised at this annual Christmas bazaar helps the Beverly Hospital Aid Association meet its financial commitments to the hospital. This past September the Aid Association board voted to raise \$12,500 to pay for one of the new birthing rooms just opened on the newly renovated maternity wing. Last year the Aid completed the last installment of their \$75,000 pledge to the Capital Campaign. The Aid Association's gift was designated for the new physical therapy room. In June, the Aid ran a benefit performance at the North Shore Music Theatre of "Kiss Me Kate" for

Lifeline, an emergency response system for the elderly and disabled living alone. The Beverly Hospital Aid Association welcomes members who are interested in projects that benefit the hospital by volunteering in various departments and by assisting the Aid in fundraising.

CRICKET 11.23.84
Hospital Health Program Nov. 7

Mid-life body changes will be the topic of discussion at the next "Making Choices" women's health program sponsored by the Beverly Hospital.

The program will be held Tuesday, November 27 in the hospital's Lecture Hall, beginning at 7:30 p.m.

Speakers Dolores Emspak, M.D. and Bryant Barnard, M.D. will address the myths and facts of premenstrual syndrome, male and female menopause and impotence.

Dr. Emspak is an obstetrician/gynecologist, and Dr. Barnard is a urologist. Both are active members of the Beverly Hospital Medical Staff.

There is no charge for attendance, although preregistration is requested. Interested persons may contact the Beverly Hospital Community Relations Department.

"Making Choices" is an ongoing series of programming by women, for women and about women. Men are also welcome to attend the programs, which are scheduled in the fall and spring.

Hunt, Beverly to link pediatric, maternity units

23, 1984

By CLINTON WILDER
News Staff

11.23.84

PEABODY — The maternity and pediatric care units at Hunt Memorial and Beverly Hospitals should be consolidated into one unit located at Beverly within the next two to three years, according to a recommendation approved by the North Shore Health Planning Council Board of Trustees.

The recommendation is one of many that will be included in the council's three-year plan for health care in the area. In an effort to decrease surplus hospital beds and health service costs, the council is urging area hospitals to become more cooperative and less competitive.

The council said Beverly Hospital can add eight maternity and five pediatric beds at its current facilities without major capital expense. The total of 16 pediatric beds and 22 maternity beds would easily accommodate the council's projected needs of 12 and 20 beds, respectively, within the Hunt and Beverly Hospitals' service area through 1990.

Hunt currently has 11 pediatric and 10 maternity beds of its own, and the council feels they could be converted to other uses if those services were consolidated at Beverly. Future improvement of services would be cheaper and more efficient under a centralized care unit, trustees said.

"The retention of more than one unit fosters competition for patients and physicians which is manifested by the continual expenditure of funds for duplicative programs and facility improvements," the trustees' report said. "Creation of a single unit would reduce these expenditures and focus competition on the retention of as many area residents as possible and development of as broad and deep a program for maternity services as possible."

The recommendation further urged a close study of consolidating the obstetric-gynecological and pediatric units from Gloucester's Addison-Gilbert Hospital at

HOSPITAL
(Continued on page 8)

positive thing," Smith said. "They open up a lot of avenues for consolidation and reduction of surplus beds."

The PACRA strategy for coordinating health services, one of only two such plans in the state, represents a more aggressive step by the NSHPC in its health planning role. The council previously relied on approval or rejection of hospitals' new construction applications (Determination of Needs) to stress consolidation and cut down surplus beds.

"We realize it's tough to be asking for cooperation in an era of health care competition,"

PAGE A7

n gives patients

By KARIN E. REYNOLDS
Times staff

BEVERLY — Beverly Hospital is helping heart and respiratory patients gain a better insight into health awareness and improve their health through education.

The hospital's Pulmonary Education Program is designed to educate cardiopulmonary patients about heart and lung diseases.

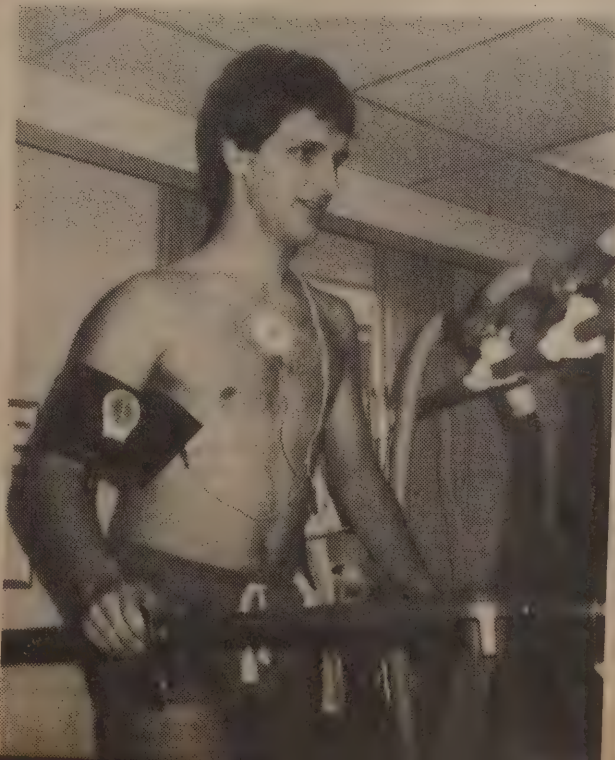
"The program allows the patients to interact with other cardiopulmonary patients, which is very important," said John Prochilo, exercise physiologist.

According to Prochilo, the program allows those involved to express their feelings and receive information and encouragement.

The Pulmonary Education Program is a series of 10 monthly sessions discussing topics such as pulmonary hygiene, energy conservation techniques, exercise for the pulmonary patient and home care. Participants hear from physicians as well as ask questions and meet people.

The program is offered through the hospital's Bioenergetics Laboratory, which uses the science of exercise physiology to rehabilitate heart patients and help many others identify health risks.

Aiming to help patients "take charge of their own health," the laboratory brings cardiopulmonary patients to a better functioning level through diagnostic exercise testing, education and a prescribed program



Diabetes Month being observed

BEVERLY — In diabetics, impotence is a symptom that is often overlooked by both patient and physician. November is National Diabetes Month.

According to Dr. Bryant Barnard, a Beverly urologist, there are more than five million diabetic men in the United States, and 50 percent are or may become impotent. Most are unaware that there are medical alternatives to the problem.

"We often find diabetes in our impotence workups," said Barnard who directs the male clinic at Beverly Hospital. "Diabetic men frequently develop nerve and blood vessel damage, and

more than half of these men will develop physical impotence after the age of 50," he added.

According to Barnard, impotent men say the problem is on their minds almost every waking moment.

"Penile implants provide hope for the man with permanent impotence due to a physical cause such as diabetes," he said. A penile prosthesis mimics the normal process of erection and enables a man to continue normal sexual relations, Barnard added.

Penile implants have restored potency in more than 20,000 men

nationwide, according to Barnard. For more information on diabetes and impotence, contact Barnard at Beverly Hospital or write Impotence Information Center, Dept. NDM, P.O. Box 9, Minneapolis, Minn. 55440.

IN LOCAL NEWS TODAY

*Train noise, exhaust
bother Salemites*

— Page 7

*New post in Beverly
appears unlikely*

— Page

LOCAL

THE SALEM, MASS., EVENING NEWS

Hospitals may be forced

By LARRY BLAKE
News Staff

DANVERS — If Hunt Memorial Hospital refuses to go along with the North Shore health planners' recommendations, it could lose money in the future or find it difficult to expand services.

The North Shore Health Planning Council has recommended that Beverly Hospital and Hunt merge their obstetrics and pediatric facilities, with the merger taking place at Beverly

Hospital.

Hunt Administrator Richard Sherman's first response was that Hunt would not go along with the recommendation, saying "That's not negotiable."

But the planning council can twist some arms.

Edward Marakovitz, NSHPC director, downplayed any future pressure on the hospital, when contacted Monday. "We prefer voluntary negotiations and the use of regulatory leverage only after all avenues have been ex-

plored," he said.

But there are "various vehicles we could explore" in applying pressure to a hospital, he acknowledged.

The recommendation of the NSHPC staff will be the subject of a hearing in February, along with other recommendations to reduce medical costs on the North Shore, the agency's job.

Marakovitz suggested there was plenty of time for compromise, since the recommendations, if given final approval

Beverly Hospital staff has nine new doctors

BEVERLY — Nine physicians were appointed to Beverly Hospital's medical staff this month.

Barry Burrows was appointed to the associate staff with privileges in obstetrics and gynecology. A graduate of Wayne State University Medical School, he completed internship and residency at the University of Minnesota Hospitals. Burrows is associated in practice with Dr. John Keenan of Danvers.

Robert Canova was appointed to the associate staff with privileges in nephrology. He received his medical degree from the University of Massachusetts Medical School and served internship, residency, and a nephrology fellowship at St. Vincent's Hospital in Worcester. Canova is board certified in internal medicine and maintains his office practice in Peabody.

Elizabeth Dienes was appointed to the associate staff with privileges in radiology. She is a graduate of Tufts Medical School and completed residencies at Massachusetts General Hospital and New England Deaconess Hospitals. Dienes is associated with Beverly Hospital's radiology department.

Paul Jamison was appointed to the associate staff with privileges in psychiatry. A graduate of Boston University School of Medicine, he served internship at Washington Hospital, Berlin, Vt., and psychiatric residency at the University of Vermont's Medical Center Hospital. He is affiliated with Dr. Michael Edwards and Dr. Andrew White in Peabody.

Thomas Lapine was appointed to the associate staff with privileges in internal and nuclear medicine. He is board certified in both specialties. A graduate of the University of Ottawa, he completed internship and a nuclear medicine fellowship at the U.S. Naval Hospital, Bethesda, in addition to residencies at New England Medical Center and the U.S. Naval Hospital, Boston.

Thomas Lawrence was appointed to the associate staff with privileges in internal medicine. He received his medical degree from Harvard Medical School and served an internship and residency at the University of Minnesota Hospitals. Lawrence also served in the U.S. Army Medical Corps at Walter Reed Army Institute, and was a research fellow at Scripps Clinic, LaJolla, Cal. Board certified in his specialty, he is affiliated with Harvard Community Health Planning (HCHP) Peabody Center.

Robert Margolin was appointed to the associate staff with privileges in internal medicine. He is also affiliated with the HCHP's Peabody Center. A graduate of the University of Massachusetts Medical School, Margolin served both internship and residency at Massachusetts General Hospital, San Francisco.

Richard E. Specter was appointed to the associate staff with privileges in otolaryngology. He is a graduate of Boston University School of Medicine and completed his residency at the University of Colorado Medical Center. Specter is board certified in his specialty and maintains his office practice in Lynn.

John Wells was appointed to the associate staff with privileges in internal medicine. He received his medical degree from the University of Rochester and completed internship at Rhode Island Hospital. Wells served his residency and fellowship in medicine at Peter Bent Brigham Hospital, and is board certified in internal medicine. He is associated with HCHP's Peabody Center.

Mid-life change to be topic
Mid-life body changes will be the topic of discussion at the "Making Choices" women's health program at Beverly Hospital tonight at 7:30 in the lecture hall. The guest speakers will be Dr. Dolores Emspak, an obstetrician-gynecologist, and Dr. Bryant Barnard, a urologist. The program, part of the continuing "Making Choices" series, is open to the public.
11-27-84

GOINGS ON

WEIGHT LOSS PROGRAM: A "Waist Watch" for graduates of Beverly Hospital's weight loss and exercise program will be held Dec. 6, 6:30-7:30 p.m., in the Nutrition and Fitness Center.

The discussion will include preparation for the holidays, with recipe tips and information on maintaining weight loss.

All past graduates of the hospital program are welcome to attend for group discussion and support. For further information, contact the Nutrition and Fitness Center staff.

CANCER TREATMENT: The Oncology Support Group at Beverly Hospital will hold its next monthly meeting Monday, Dec. 17 at 3 p.m.

The group will meet in the hospital's Nutrition and Fitness Center with guest speaker Anthony Piro, M.D. A radiologist on staff at Beverly and Salem hospitals, he will discuss radiation and its effectiveness in cancer treatment.

All oncology patients, family members and friends are invited to participate in the monthly support group.

For further information, contact Barbara Schaefer, MSW, in the Social Service Department at Beverly Hospital.

Briefly

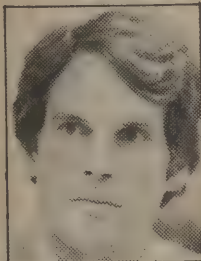
'Waist watch'

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The discussion will include preparation for the holidays, with recipe tips and information on maintaining weight loss.

All past graduates of the hospital program are welcome to attend for group discussion and support. For further information contact the nutrition and fitness center staff.

Exercising regularly is healthy



STAYING HEALTHY

By John Zimmer

Plainly, there has been a renewed interest in the debate as to whether exercise is beneficial to the average individual or dangerous in exposing people to the risks

of injury.

Jim Fixx, the modern guru of long distance running, died suddenly of an apparent heart attack while jogging. His death reinforced arguments of those who would have us believe that exercise for the sake of health and fitness is exposing individuals to senseless risk.

I would like to present some facts that are supported by scientific data which argue that exercise is indeed one of the best things you can do for yourself.

In a recent study of Yale Alumni from the same university, there was significant evidence that exercising on a regular basis does prolong life compared to those who did not exercise.

This is the first study that confirms what many sports physiologists have suggested all along. An individual who performs some aerobic activity (swimming, running, bicycling) on a regular basis for 30 minutes at least three times per week will probably live longer.

The heart rate should be maintained at a certain level which can be calculated simply: the equation 220 minus your age times 0.7 equals the ideal heart rate during sustained exercises.

Those who exercise routinely will tell you that there is also an increase in the sense of well being.

Here are some other facts about health and fitness as it relates to a general conditioning exercise program.

- 1) Aerobic exercise lowers the resting heart rate and increases cardiac efficiency.
- 2) Regular exercise decreases body fat storage and helps maintain ideal body weight. Weight reduction programs are usually unsuccessful in the long run unless they are combined with a program that promotes a change in living habits. Exercise decreases the appetite in most people.
- 3) Exercise lowers blood pressure.
- 4) Exercise prevents osteoporosis in those susceptible.
- 5) Exercise lowers certain levels of lipoproteins in the blood system which are often associated with coronary artery disease.

Exercise does not increase the chance of having a heart attack. However, if there is pre-existing heart disease, then a sprint test should be performed by a physician prior to initiating an exercise program.

There is also no evidence to suggest that running increases the likelihood of developing arthritis in weight-bearing joints, like the hips, knees or ankles. If

Technique offers hope to impotent

tence due to a physical cause such as diabetes," Barnard indicated. A penile prosthesis mimics the normal process of erection and enables a man to continue normal sexual relations, he explained.

Penile implants have restored potency in more than 20,000 men nationwide.

For more information on diabetes and impotence, contact Dr. Barnard at the Beverly Hospital Male Clinic or write to Impotence Information Center, Dept. NDM, P.O. Box 9, Minneapolis, MN 55440.

nard who directs the Male Clinic at the Beverly Hospital. "Diabetic men frequently develop nerve and blood vessel damage, and more than half of these men will develop physical impotence after the age of 50."

Impotent men say the problem is on their minds almost every waking moment, according to Barnard. It is one of the most difficult conditions a man has to face, he added.

"Penile implants provide hope for the man with permanent impo-

BEVERLY — In diabetics, impotence is a symptom that is often overlooked by both patient and physician.

According to Beverly urologist Dr. Bryant Barnard, there are more than five million diabetic men in the U.S., and 50 percent are or may become impotent. Most are unaware that there are medical alternatives to the problem, he said.

"We often find diabetes in our impotence workups," said Dr. Bar-



Stephen Fraser, representing proponents of the nursing home proposal, fields neighbors' comments, at a meeting between the state Executive Office of Environmental Affairs, the

developers and West Peabody residents. From left, Fraser, Mary Popiel, Ellen Thibodeau and Vicky Carpenter.

The Salem News/Kirk Williamson

Nursing home plan divides them

By SEAN HORGAN 11.28.84
News Staff

PEABODY — A meeting Wednesday between a representative of the state Executive Office of Environmental Affairs, the developers of a proposed West Peabody nursing home and its neighbors produced a variety of topics.

There was talk of potential environmental problems. There was talk of traffic and parking. There was talk of noise. There was talk of aesthetic quality and historic value.

But in the end, two things were most eminently clear. The developers and sponsors of the 142-bed nursing home at 583 Lowell St. fully intend to proceed with the process to build the facility and many of the neighbors will do everything they can to stop it.

The late afternoon meeting was scheduled to give Nancy Baker of the EOEa a chance to

view the site, speak with the developers and receive input from the neighbors in anticipation of a decision by the state Secretary of Environmental Affairs Jaime Hoyt on whether the project requires an environmental impact study.

The \$5.3 million Fieldstone Nursing Care Center is being proposed for the 3.2-acre site by Ledgewood Health Care Corp., a firm affiliated with Beverly Hospital under the umbrella corporation Northeast Health Systems Inc.

The meeting included about a dozen neighbors, members of the city's Community Development Department, city councilors, representatives of Beverly Hospital and the project's developer and architect.

It was the second time the neighbors have met with the developers and while the meeting was scheduled to discuss the possible en-

vironmental impact of the project, it grew to include all of the neighbors concerns and opposition.

"We don't want this here," Mary Popiel of 6 Carpenter St., told the developers and Baker. "These people have bulldozed their way in here. Haven't they ever heard of goodwill. The neighbors just don't want this."

Other residents of Lowell Street, Carpenter Street, Danforth Street, Anita Road and Larrabee Terrace complained the proposed nursing home only will add to the already-significant traffic problem in the area, as well as bringing an urban presence to a residential neighborhood.

The developers, on the other hand, attempted to allay those fears by telling the residents they would do the necessary studies and take the necessary steps to integrate the nursing home into the existing residen-

tial fabric of the neighborhood.

Stephen C. Fraser, development and acquisition manager of Hillhaven Corp., the developers and sponsor with Beverly Hospital, told neighbors the developers would meet with them as many times as necessary to make sure all problems are addressed.

After the meeting, Fraser said the developers have filed the application for a certificate of need and will need a special permit from the City Council for the project.

Fraser said that if they are successful in obtaining the certificate of need from the state Public Health Council, construction probably would not start until 1986 and take at least a year to complete."

Baker said Hoyt would make his decision on the need for the environmental impact study by Dec. 5.

Union St., was sentenced to a term of two years at the house of correction by Justice Elbert Tuttle.

Co-defendant James Feneck, 30, of 534 Essex St., was given a six-month house of correction sentence, suspended, with two years probation. As a special condition of his probation, Feneck is to receive alcohol treatment as determined by his probation officer.

The pair pleaded guilty to much of the indictment which alleged robbery in connection

that one of the major temptations for political corruption in Massachusetts are the myriad pension fund systems set up by municipalities and labor organizations.

With such volumes of money accumulated over time, with specialized knowledge deemed necessary to invest in huge sums and with such vague and obscure controls normally imposed, the temptation to dip into the kitty and divert portions to private deals is said to be almost too much to resist.

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DON'T BE THE ONE TO MISS OUT!

Mrs. Albena Donahue, 70

BEVERLY — Mrs. Albena (Birarelli) Donahue, 70, of 214 Common Lane, wife of Daniel L. Donahue, died early Wednesday morning at her home following a long illness. She was a licensed practical nurse at Saugus General Hospital for 20 years, retiring in 1979.

Born in Beverly, daughter of the late Carlo and Guistina (Pasquinelli) Birarelli, she lived in Wenham and Saugus for several years before returning

to Beverly 12 years ago.

Surviving her, in addition to her husband, are one brother, Frederick Birarelli of Beverly; two sisters, Eleanor Moroni of Beverly; and Emma Pelletier of South Carolina; also several nieces and nephews.

A memorial Mass will be held in St. Mary's Star of the Sea Church on Friday at 10 a.m. Arrangements are by the Campbell Funeral Home.

Mrs. Josephine Terruso, 83

LYNNFIELD — Mrs. Josephine (Sansone) Terruso, 83, of 5 Huntingdon Road, died Wednesday in Union Hospital following a long illness.

Born in Boston, daughter of the late Anthony and Josephine (Granada) Sansone, she was raised and educated there. She lived in Lynn for the greater part of her life, residing in Lynnfield for the past 12 years.

She was the widow of Nene Terruso.

She was a communicant of St. Maria Goretti Church and a member of its Contemporary Women's Group. She was a former member of St. Pius V Church Sodality of Lynn.

Surviving her are a daughter and son-in-law, Josephine M.

and Joseph F. Moran of Lynnfield with whom she resided. Mr. Moran is a Lynnfield selectman.

Also surviving are a son and daughter-in-law, Nene and Jean Terruso of Topsfield; a sister, Mrs. Margaret Gandolfo of Lynn; six grandchildren, two great-grandchildren and several nieces and nephews. She was also the mother of the late Mrs. Rosemary Capra.

Her funeral will be held Saturday morning from the David J. Solimine Funeral Home, Lynn, with a funeral Mass in St. Maria Goretti Church, Lynnfield Center, at 10.

Deaths

ARMSTRONG — In Peabody, Nov. 28, Mrs. Mary Louise (Dabrieo) Armstrong of 50 Franklin St., Peabody, wife of George P. Armstrong. Daughter of Mrs. Mary (Foley) and the late Horace Dabrieo. A concelebrated Mass of Christiana Burial will be held Saturday at 10 a.m. in St. John's Church, Peabody. Burial in St. Mary's Cemetery, Salem. There are no visiting hours. Expressions of sympathy may be made to the Salem Hospital Aid Association, 70 Highland Ave., Salem, Mass. 01970. Interment in St. Mary's Cemetery, Salem. Arrangements by the Francis L. Conway and Sons Funeral Home of Peabody.

CROSS — Of Danvers, by accident, Nov. 27, Kevin L. Cross of 141 Maple St., husband of Julie (Bunker) Cross and son of Lewis and

Sister of Frederick Birarelli, Eleanor Moroni, and Emma Pelletier. A memorial Mass will be said in St. Mary Star of the Sea Church, Friday at 10 a.m. Relatives and friends are invited to attend. There are no visiting hours. Arrangements are by the Campbell Funeral Home, 525 Cabot St., Beverly. Contributions may be made in her memory to the North Shore Visiting Nurse Association, 5 Hutchinson Drive, Danvers.

GORDON — Of Danvers, Nov. 26, George B., husband of Elizabeth (Howard) Gordon. Memorial funeral services will be held in Calvary Episcopal Church, Holten Street, Danvers, on Sunday at 1 p.m. Relatives and friends invited to attend. There are no visiting hours. In lieu of flowers, expressions

88, of 627 East Third St., wife of the late Philip T. Lynch. Her funeral will be held from the Cahill-Brodeur Funeral Home, 20 Church St., Peabody, Friday at 8 a.m. followed by a funeral Mass in St. John's Church in Peabody at 9 a.m. Relatives and friends are invited to attend. Visiting hours tonight from 7 to 9. Burial in St. Mary's Cemetery, Salem.

MCCARTHY — Of Lynn, Nov. 28, Mrs. Marie R. (De Mille), 59 Memorial Park Ave., age 66, wife of the late Albert W. McCarthy. Funeral from the Cuffe-McGinn Funeral Home, 157 Maple St., Lynn, Saturday at 8 a.m. Funeral Mass in St. Jean Baptiste Church at 9 a.m. Relatives and friends respectfully invited to attend. Friends may call Friday, 2 to 4 and 7 to 9. Donations may be sent to Hospice co

Foes renew nursing home opposition

11.28.84

By MATTHEW SOERGEL
Times staff

PEABODY — To neighbors, yesterday's hearing on a proposed West Peabody nursing home couldn't have been held in a better spot.

During a meeting outside the 583 Lowell St. farm where the nursing home would be built, the buzz of heavy traffic drowned out much of what the project's backers tried to tell a dozen neighbors and a state environmental official.

Then a car raced away nearby, its tires squealing noisily.

"There you go, there you go," said several of the neighbors, looking pointedly at the would-be developers of the nursing home.

Even heavier traffic, they said, is what they believe would come with the proposed 142-bed nursing home — which they called unsuited for the residential West Peabody neighborhood.

The hearing was called by Nancy Baker, an associate environmentalist at the Massachusetts Environmental Protection Agency, to gather information



Matthew Soergel photo

Officials and neighbors meet at the site of the proposed nursing home.

about what environmental impact the nursing home would have.

Executive Office of Environmental Affairs Secretary James S. Hoyte will be deciding by next Wednesday whether the developers should be required to file an environmental impact report, Ms. Baker said.

The parent company of Beverly Hospital is proposing to build a \$5.3 million nursing home — called the Fieldstone Nursing Center — on the site of the Level Acres Poultry Farm. The company has an option to buy the 3.5-acre

• Nursing

Continued from page 1

parcel. Plans now call for removal or razing of the farmhouse and the construction of a new building set back from Lowell Street.

Approval of the project is needed from the North Shore Health Planning Council and the state. A special permit from the City Council is also needed before the nursing home could be built.

Ms. Baker said the environmental factors the state will take into consideration are varied, including questions about drainage, traffic and air quality, as well as "aesthetic" concerns about the replacement of a farm with a nursing home.

The owner of the farm, Real Robillard, a former Vermont dairy farmer, raises boiler chickens and grows a small amount of corn on the property, which was known for years as the Kulak Farm. He has said the small farm is unprofitable and must be sold to pay for heavy city taxes.

Neighbors at yesterday's meeting were loudly opposed to just about every point raised by the developers, most of which had already been discussed during a stormy two-hour meeting attended by close to 100 residents last month.

"I feel insulted here," said one woman, summing up the views of the project's neighbors.

Several neighbors complained about the short notice on which the meeting was held. Notices of the hearing were postmarked Monday, just two days earlier. The time the hearing was held — 2:30 p.m., when many neighbors were at work — also drew complaints.

Beverly Hospital officials and developers were quick to stress it was the state and not they who called the hearing. Numerous other meetings with the public are bound to be held over the coming months, with the next one scheduled for January, they said.

The Fieldstone Nursing Center is proposed by the Ledgewood Health Care Corp., which is held in part by MedQuest Corp., a subsidiary of Beverly Hospital's parent company, Northeast Health Systems, Inc.

The Lowell Street location is one of two proposed for nursing homes in Peabody. The Mediplex Group, a Newton company that owns and operates the Mediplex of Beverly nursing home, is proposing to build a 142-bed complex on six acres on Route 114 across from the Northshore Shopping Center.

Officials at the North Shore Health Planning Council have said a nursing home is needed in the Peabody-Salem area, but added that it is likely they will recommend that only one of the two proposed nursing homes be built.

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Art dealer return

NEWBURYPORT — Steven Straw, the former local art dealer who became the central figure in one of the nation's largest art fraud scandals four years ago, has been jailed for violating the terms of his probation.

Judge Elbert Tuttle sentenced the 32-year-old former Newbury resident to a year in the Essex County House of Correction in Salem for "non-criminal" probation violations, Assistant Chief Probation Officer George Corkery said Tuesday.

Tuttle made his ruling after a hearing in Salem Superior Court.

Corkery declined to specify the nature of the violations, but said examples of violations included failure to report to a probation officer and failure to provide an address without permission.

Straw served just over a year of a 40-month sentence in 1980 after he pleaded guilty to multiple counts of fraud totaling more than a million dollars and operating out of his home on Green St.

He drew concurrent sentences from federal and state courts on related charges.

The Massachusetts

Dukakis raps e

BOSTON (UPI) — Gov. Michael S. Dukakis and three powerful lobbying groups say they are not happy with a proposed \$500 million public education reform bill making its way through the Legislature.

Dukakis said Wednesday the bill, given initial approval in the House, is too expensive, but he added there was agreement on "95 percent of the bill" and predicted a compromise will be worked out before the year ends.

The bill in its present form is a product of the Joint Education Committee and differs with the Dukakis proposal on several key elements, including overall costs, reimbursement to cities and towns and teacher competency testing.

In addition, the bill was amended on the House floor last week to provide partial funding through dedication of about 20 per cent of the state sales tax, another element Dukakis opposes.

"There is no question in my mind that we can shape a bill which meets our goals in a way which is affordable and fiscally responsible," said Dukakis, who had put a pricetag of about \$200 million on his bill. "We must do so and do so now."

But leaders of the Massachusetts Municipal Association, the Massachusetts Business Roundtable and the

Maternity Merger — on with the show

By PHIL PRIMACK

Join us now for the latest episode of Maternity Merger.

For those of you who missed the series' first episodes of a decade ago, the saga begins with the North Shore Health Planning Council saying the Beverly-Danvers area has more maternity and pediatric hospital services than it needs. Hunt and Beverly Hospitals are just a few miles apart — why not consolidate their overlapping programs, the planners suggest.

The same basic plot is followed in subsequent episodes over the years. Occasionally, we see tight shots of cringing hospital administrators wondering which hospital would end up losing one of its departments.

But no matter how many times the health planners make the same suggestion, Maternity Merger still doesn't happen.

Last week, the North Shore Health Planning Council added a new detail to the series. It specifically recommended that Hunt Hospital's obstetrics and pediatric wards be closed and those services shifted to Beverly Hospital.

For regular viewers, this was no earth-shattering new development. But the news made the front pages of local newspapers. "Hunt will fight orders to close maternity ward," read one daily's front-page headline. It was time to circle the ambulances.

"The loss of this service is economic suicide for us," says Hunt Hospital Administrator Richard Sherman. "A hospital is a house of cards. It has to be a facility to which physicians want to bring their patients."

Take away a major service like maternity and pediatrics, and the dominoes — in the form of patient



RICK GOODWIN

only free-standing birth center, staffed by nurse-widwives, in a separate building on hospital grounds. (Hunt is planning maternity wing renovations, but will keep the price tag below the level requiring Health Planning Council approval.)

In its recommendation, the planning council said the choice of Beverly "has less to do with the relative quality of the programs (at Hunt and Beverly) ... than with the potential for consolidation without significant capital cost."

Hunt currently has 10 maternity and 11 pediatric beds. Beverly Hospital has 14 maternity and 11 pediatric beds. The total surpasses current and projected need in the Danvers-Beverly area. But Beverly could increase its capacity to 22 maternity and 16 pediatric beds "without major capital expenditure," says the report.

Hunt's Sherman doesn't seem any more inclined to follow this recommendation than he has the ones that preceded it.

"We're running a successful unit, both financially and quality-wise," he says. "It doesn't make a lot of sense to give it up" — particularly when other hospital departments, and key sources of revenue, depend on it.

Hospitals that don't offer a full range of services "may survive, but you have to ask for how long," says Sherman. "I'm not about to play God. I'm not going to eliminate a service people need."

But Smith says services aren't being eliminated. People can still be served — better served — by going to an expanded Beverly program, the council says.

"I don't think I should make

MATERNITY MERGER was accomplished with a minimum of fuss in the case of Lynn Hospital, above, which merged maternity services with Union Hospital following a North Shore Health Planning Council recommendation in 1974. But Beverly and Hunt Hospitals have been fighting a similar merger for 10 years now, and there's no let-up in sight.

and maternity services in a single, larger program which can be more cost-effective and innovative. And we want to make sure we don't hurt the hospital giving up the service. What else remains at Hunt should remain at Hunt."

He understands how Hunt Hospital's Sherman might not see things that way.

"No hospital administrator is paid to give up services," says Smith. "There is a fear that if you give up maternity and pediatrics, you may lose people (using the

recommendations," says North Shore Health Planning Council Executive Director Ed Marakovitz. They all did, except for Beverly-Hunt.

"For 12 years, I've been on the North Shore," says Dorothy Kuell, clinical director of maternal child health at Beverly Hospital. "For 12 years, they've been saying there should be a merger."

So last week's announcement — which Smith says marked the first time Beverly Hospital was

use — might start falling, he fears.

That's not a new Hunt Hospital stance, of course. Officials of the Danvers facility have been saying much the same thing since the Health Planning Council first started talking about merging the two hospitals' maternity services in 1974.

"There really isn't anything new about this recommendation," says Sherman.

What is new is that a recom-

cates are required for any hospital expansion costing over \$600,000 or involving additional hospital beds. And Health Planning Council recommendations figure heavily in state approval for such expansion.

"We're trying to consolidate small, underutilized services," says North Shore Health Planning Council Associate Director Al Smith.

"We're trying to get pediatric

hospital). But it's up to the hospitals to market themselves right."

Other area hospitals have voluntarily complied with planning council recommendations. The same 1974 report that suggested the Hunt-Beverly coordination also suggested that Union Hospital's maternity ward be closed and merged with Lynn Hospital's. It was.

"We had a carefully worked out strategy to get the hospitals to voluntarily follow our recom-

specifically named as the winner in the merger of services — "was good news," says Kuell. "We felt they had made the right decision."

The health planners left it up to the hospitals to coordinate programs. "At Beverly, we've been working toward this goal. If any specific place was going to be named, we wanted it to be us."

Beverly just completed a renovation of its labor and delivery suite, and it also has the state's

that decision for them," says Sherman. "I don't think the Health Planning Council should make that decision for them."

So is this latest recommendation just another ripple that will soon wash harmlessly ashore? Sherman isn't so sure.

"The council is just a recommending body, but it's an insidious kind of thing." Recommendations like last week's regarding Hunt "make people fearful ... It makes it hard to attract ambitious young doctors and nurses," who are needed to keep a hospital vibrant — and afloat.

"Maybe not all hospitals are going to survive," says Sherman. "The health care system is going to become smaller." But not at Hunt's expense, he hopes.

"I want to use what I have in the best way to continue to serve the public," Sherman says.

Which is precisely what Smith says is behind his agency's recommendation to phase out Hunt's pediatric and obstetric services. That, he says, will serve the public by saving money without harming health delivery.

Until a few years ago, policy toward hospitals used to be "bigger is better," says Smith. "If you spend it, we (the state) will pay you for it. There was no incentive to be efficient or increase productivity."

New state laws — and an overall concern about containing hos-

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11-29-84

Sherman at odds again with planning council

By LAUREL SWEET

Hunt Memorial Hospital Administrator Richard Sherman says he doesn't want to argue with the North Shore Health Planning Council... but, "I'm not trying to go to war with anybody," Sherman said. "I'm just trying to retain what I have."

Sherman doesn't approve of the recommendation of the council's Board of Trustees that Hunt Hospital phase out its maternity and pediatric units over the next couple of years and consolidate its services with Beverly Hospital.

The recommendation is one of several the North Shore Health Planning Council has made to improve health care and control costs in the area by having hospitals consolidate services and programs.

A maternity and pediatric units merger between Hunt and Beverly Hospital would mean Hunt would have to shut down its facilities and

turn its services over to Beverly.

Despite the board's recommendation, Sherman said Hunt is proceeding with its plan to remodel its obstetrical unit — a decision Sherman said the hospital made without any knowledge of the council's recommendation.

A similar recommendation was made by the state Department of Public Health and the Health Planning Council several years ago when it suggested Hunt and Beverly Hospitals begin studying ways to consolidate facilities.

Al Smith, associate director of the North Shore Health Planning Council, said the Board of Trustees does not have the power to take away Hunt's license to operate its maternity and pediatrics units.

Smith said the board's merger recommendation is based on a determination of community needs. He said a renovation project such as

Hunt is proposing would require raising overall hospital rates.

"We believe the area can be better served by fewer units and larger units," Smith said. "It can be done without building new facilities or spending a lot of money on renovations."

Potential savings

"This project (the merger) has the potential for saving dollars and providing the community with better service."

Smith said it would admittedly be difficult for two hospitals to operate under one roof and one license, and that the consolidated units would be considered a service of Beverly Hospital.

Smith said a major factor behind the board's recommendation is to do away with "non-constructive competition" between hospitals.

"We've seen a lot of instances where hospitals are into a keeping up with the Jones' sort of competition,"

Smith said. "We're seeing a lot of dollars being invested in renovating facilities and making small program changes in order to keep up with the competition from their neighbors."

"This sort of continual renovation is unnecessary."

When asked if he thought Hunt Hospital spent too much money on making changes, Smith said, "Some changes are necessary, but I don't think you have to do it in every service."

"If you have a number of consolidated units you don't need a lot of cosmetic work."

The North Shore Health Planning Council will hold a public hearing on its recommendation in February.

In the meantime, Hunt is proceeding with the planning and design work it will need for approval and bonding by Town Meeting.

Sherman said it will be up the town to decide how the obstetrical unit re-

modeling is paid for, but he said it would probably be in municipal bonds.

Sherman said the remodeling project will cost under \$600,000 and will therefore not require a determination of need from the North Shore Health Planning Council.

Difference of opinion

Smith said Hunt's remodeling plan will need a local review by the council. He said the board will then make a recommendation on the plan and send it ahead to the state Department of Public Health, which will either approve the plan or turn it down.

Sherman said he didn't know where the board was getting its information. "As far as I'm concerned, we don't need their approval," he said.

Sherman said Hunt's refusal to merge maternity units with Beverly Hospital would probably affect its relationship with the council, which

Continued on Page 22

Letters

Not outdated

To the Editor:

After reading the Nov. 23 article concerning the proposed elimination of maternity and pediatric services at the Hunt Memorial Hospital, I found I had none of the facts on which such a proposals must have been based.

I understand that nostalgia is hardly a fair basis for avoiding a reasonable course of action. However, my experience with the obstetrical and pediatric units, which began on our arrival in Danvers in 1956, was usually pleasant and successful without qualification, and, as a parent or patient, I believe still that smaller is better.

Some questions: What is the occupancy rate in the present obstetrical unit? How many physicians use the unit? Are maternity patients admitted to Hunt because it is more convenient for the doctor? For the patient? Are beds more often

available at Hunt? Do costs compare with other hospitals? Is there a pediatric backup to infants in trouble? How does the newborn nursery compare in quality of care with that in other area hospitals?

Regarding pediatric emergencies, what exactly would that mean to the community? Would the pediatric emergency be referred to the medical areas as appropriate? Would the parent have a choice or is parental choice not a sensible concept? What are the recommendations of the pediatrician hospital staff who practice at the Hunt Hospital area?

Perhaps my warm feelings for the Hunt Hospital in the maternity and pediatric units in particular are a bit out of fashion, but I'm not yet that it is also out of impractical.

RACHEL R. AC

THE TIMES
THURSDAY
DECEMBER 6, 1984

BEVE

Day care center offers more than babysitting

By KARINE E. REYNOLDS
Times staff

BEVERLY. — There is more to Beverly Hospital's day care center than meets the eye.

In addition to playing noisily with toys and enjoying snacks of crackers and milk, approximately 45 toddlers at the center stick to a schedule of learning that makes the center more than a babysitting proposition.

The Beverly Hospital Child Development Center is a branch of Child Care Management in Needham, which supplies everything to the center except the children.

The center was established two and a half years ago, after a survey was conducted by the hospital, indicating a need for such a service by hospital employees.

According to the center's co-director, Sally Taylor, a small, pixyish woman with a bright smile, the center presents activities and learning experiences to promote a child's intellectual, physical, emotional and social growth.

The center itself is housed in the former Nursing School Residence at the hospital, and has two large play areas for infants and toddlers, a pre-school room, a kindergarten wing, kitchen and staff room.

The center, which is staffed by 13 adults, including two co-directors and a cook, only accepts children whose parents or grandparents are employees of Beverly Hospital. According to Ms. Taylor, there is a weekly tuition fee, and a monthly fee, which is incorporated into the program for toys and educational materials.

The center accepts children from the ages of five weeks to seven years old, and is open from 6:30 a.m. to 6 p.m. five days a week throughout the year.

"The center isn't a babysitting service," insists Ms. Taylor, adding staff members must go through a training period, and either have an associate's degree in early child development, or are taking courses toward the degree.

"There is a definite curriculum here," said Ms. Taylor, "although the children do have a time for rest and for activities of their choice."

The children receive a hot lunch at the center, which are planned by a nutritionist and prepared by a staff cook. Parents are welcome to visit the center anytime, unannounced, to visit with their child. In addition to fingerprinting programs, the center offers the parents an opportunity to have their child's portrait taken by a profes-

sional photographer.

The co-directors meet periodically with parents to discuss the progress of the child, and the children are given speech development and hearing tests by the hospital.

The center also has activities that include the parents. For example, a "Discovery Toy Party" was organized for the parents, showing them toys which assist their children in the learning process.

"It's sort of like a Tupperware party, only with toys," Ms. Taylor said.

The center also distributes a monthly newsletter to the parents.

"The center really supplements the home," said Ms. Taylor. "It's (the center) a really warm place."

The happiness and contentment of the children who spend time at the center is evident by the laughter and childish squeals which fill the brightly painted rooms, and the obvious affection between staff members and toddlers.

In the pre-school area, several small children wearing rubber aprons surround a large basin of water and splash happily with rubber boats and animals.

In the kindergarten wing, more children build with wooden blocks,

Trouble at the Birth Center

By HELEN GIFFORD

When the North Shore Birth Center opened on the grounds of Beverly Hospital in November of 1980, it seemed almost too good to be true for home-birth advocates.

It would be the closest thing to a home birth that you could get without actually staying home. Nurse-midwives would handle all routine care, but in an emergency, Beverly Hospital would be right across the street.

That is the way it's all worked out, and yet, this week some of the original doubt has resurfaced: Maybe it *was* too good to be true.

Last week Fran Ventre, one of

two founding midwives of the Birth Center and the senior nurse-midwife in charge, resigned, protesting the encroachment of hospital standards on the midwifery service.

The hospital, which dismisses the case as a personal issue involving a disgruntled former employee, refuses to comment. Ventre will be replaced and the center will go on.

But among the community of women who have come from all over the state to give birth here, there is shock, disappointment, and in some cases, anger. And the issues themselves are not so easily dismissed.

When the Birth Center's senior midwife resigned last week, she raised some nagging concerns about hospital control of the alternative service.

There are personalities involved here, but that is not the total story. The story is one of controversy between doctors and midwives — controversy that has escalated, rather than decreased, over the years. It is one of hospital practices versus midwifery practices. It is even a story about management styles — the businesslike professionalism of a hospital versus the working camaraderie of a midwife team.

Beverly's is the only hospital-owned birth center in the country, and the question this raises is unavoidable: If this is indeed more than a personal issue, does it mean the model of a hospital-run birth center won't work?

Or can it be made to work?

Until last week it seemed, at least to the North Shore community, that the model was working just fine.

In four years, more than 800 babies have been born at the Birth Center, and now, Ventre says, 40 percent of the caseload is made up of mothers returning for a second or third birth. Financial-

ly, the figures are equally convincing: Ventre says the Birth Center grossed well over \$200,000 last year, and cost only about \$119,000 to operate.

In four years, the nurse-midwife staff has expanded to three — there's been no staff turnover — and in addition, the center began accepting midwifery interns from Georgetown University, Yale, and New Jersey School of Medicine.

There were glowing reports from clients, and the center helped to solidify Beverly Hospital's reputation as the most progressive maternity service in the area.

But behind the scenes, it seems, there has always been a certain amount of friction between the midwives and the obstetricians. It would be surprising, in fact, if there were not.

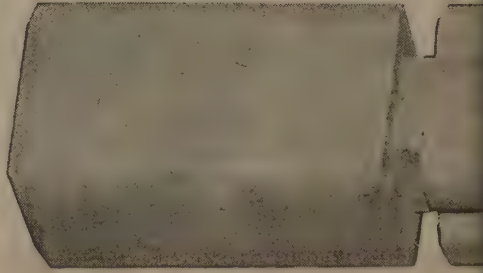
The two kinds of birth experts have totally different methods of practice, different orientations, different philosophies. Both share an overriding concern for the safety of mother and child, but they differ in many instances

"I'm an advocate for women," she says. "I went into midwifery because of my concern about what went into maternity care." There were also, at times, the overtones of a power struggle. Although midwives sought to be treated as equals, "the medical profession has more power," a hospital source said, comparing it to age-old conflicts between doctors and nurses.

For most families who used the Birth Center, the conflict wasn't apparent — because it wasn't there. Most births took place at the center, under the supervision of nurse-midwives, without interference from doctors. Problems tended to arise only at the hospital, when a patient was transferred.

Problems also tended to increase, Ventre says, when new physicians joined the medical staff — physicians who were not so supportive of the Birth Center. And she faults herself, in part, for failing to educate them about the role of a midwife.

For whatever reasons, conflicts over patient care continued,



Cites differences *Nurse-midwife leaves her job*

BEVERLY — Frances Ventre, nurse-midwife coordinator at Beverly Hospital's Northshore Birth Center, has resigned her position citing differences with the hospital administration's philosophy toward midwifery.

In a telephone interview Monday afternoon, She said the "true spirit" of birth care that was first initiated at the center had changed. "I felt it was no longer with the spirit that it was started," Ventre added.

The Birth Center is an alternative childbirth center started by Beverly Hospital four years ago. It is located in a former house across the street from the hospital, and mothers may elect to have babies there in a home-like environment with nurse-midwives in attendance instead of a doctor.

Ventre was involved in the center's planning and has worked there for four years. "I was involved in the planning of it from the beginning. I am leaving there with a lot of grief," she said, claiming there had been changes in management philosophy by the administration.

The expectations of the administration and the physicians changed towards the midwife, according to Ventre.

"I think the community views it as a successful operation. Nobody is acknowledging the role that midwives played in the success of that birth center," she said.

Jack Goode, vice president of community relations and development at Beverly Hospital, said, "We're dealing with an employee who is leaving an institution and is not happy about it."

He said from the hospital's standpoint, she voluntarily resigned. Her resignation becomes effective Dec. 21, Goode added.

He said the Birth Center will continue with no changes in its method of operation. He added that another nurse-midwife coordinator has not been chosen yet.



Three areas are involved Counseling comm

By CYNTHIA GARBER
News Correspondent

LYNNFIELD — The Lynnfield Public School Guidance and Counseling Advisory Committee met recently to establish goals for the year. The purpose of this citizen advisory council is to promote improvements and increase communication among parents, guidance counselors and students.

It was agreed that the council will work on three major goals this year: increasing parent and student awareness of counselor services, continuing work on community and parent relations and using the advisory council as a forum to explore project development.

Parent members on the council include: Mrs. Betty Atkins, 7 Willis Lane; Mrs. Helen Marie Barrett, 19 Yorkshire Drive; Mrs. Elaine Drislane, 53 Lynnbrook Road;

Mrs. Dianne Rottenbe
Mrs. Donna Shockley, 5
Peg Strickland, 3 W
Carol Suleski, 19 Apple
Eileen Eaton, 485 Sa
counselors are also m
mittee along with th
Schools.

Lynn

The next meeting of
Counseling Advisory C
for Jan. 28 at 2:30 p
Middle School. All cit
attend.

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Church at 735 Salem S

Changes may be in order for nursing home proposal

By MATTHEW SOERGEL
Times staff

12.11.84

PEABODY — The backers of a proposed nursing home in West Peabody won't need to file an environmental impact report on the project with the state.

But state officials said some changes to the plan might have to be made, including scaling down the size of the proposed facility.

Nancy Baker, an associate environmentalist at the Massachusetts Environmental Protection Agency, said a traffic study and other steps being taken by the nursing home's proponents make an extensive environmental study unnecessary.

"We feel the proponent is undertaking what we would ordinarily expect on an impact report," she said yesterday.

Ms. Baker was at the 583 Lowell St. site of the proposed nursing home last month to research whether such a study would be needed. A dozen neighbors complained — often angrily — to her about the project, saying it would cause even heavier traffic on Lowell Street and would clash with the residential nature of their neighborhood.

The parent company of Beverly Hospital has pro-

posed building a 142-bed, \$5.3 million nursing home — called the Fieldstone Nursing Center — on the site of the Level Acres Poultry Farm. The developers have an option to buy the 3.5-acre parcel. Plans now call for the removal or razing of the farmhouse there and the construction of a new building set back from Lowell Street.

Ms. Baker said "it's a little premature" to say how the state views the proposed nursing home's impact on West Peabody. But she did say some changes to the plan might need to be made.

"There are serious traffic problems on Lowell Street," she said. "(The developers) definitely need to improve the buffer between the lot and Anita Road, and probably the size of the project could be reconsidered."

Paul Lanzikos, director of geriatrics and long-term care at Beverly Hospital, said developers are still looking at how the former farmland, including the farmhouse, would be used.

"We've made no final determination on all that," he said, adding that architects are considering changing the location of the nursing home slightly from where it is now proposed.

Nursing, page A12

• Nursing home plans studied

Continued from page 1

Lanzikos said developers didn't undertake the traffic study — which should be ready by Jan. 1 — just to try to head off the state's demand for an environmental impact report.

"We wanted to do it for our project's sake," he said. "Important concerns."

Students visit Beverly Hospital *H.W. Chronicle 12.12.84*

Eight students from the Bessie Buker Middle School sixth grade First Aid class took a field trip recently to Beverly Hospital, accompanied by their teacher, Ruth Herrick, and School Nurse Annette Bouchard.

The students toured the emergency room, X-ray department and outpatient department. A clinical instructor in radiology gave the students a detailed tour of the X-ray department, explaining various types of X-rays and equipment used.

A radiologist talked with the students, explained a CAT scan and showed CAT scan films.

Polly Mahoney, a member of the outpatient department, took the students to the cast room and told them about fractures. She showed them different types of casts and demonstrated a tool used to cut casts.

The students' last stop was the gastroscopy room, where Mahoney described and demonstrated fiberoptic equipment.

The students on the field trip were Ann Dotoli, Colleen Young, Mark O'Maley, Jon Tobiasz, Matthew Doran, Lee Goudreau, David Bandrowski and Kristen Slattery.

me is proposed by the ry of Beverly Hospital's health Systems Inc.

Planning Council is set to application, as well as aned nursing home proposed cross from the Northshore

ations, which will go to the e license is granted, won't

be made until at least next spring, according to Al Smith, assistant director of the state-appointed council.

"We probably won't get into them until after the first of the year," he said.

North Shore Health Planning Council officials have held out little hope of their recommending both projects, even though more nursing homes are needed in the Peabody area.

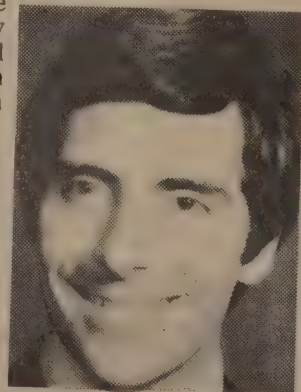
"There is a need, but probably only for one of the two," Smith said.

Ms. Baker said she has yet to consider whether an environmental impact report will be needed for the Route 114 nursing home, which is proposed by the Mediplex Group, a Newton company that owns and operates the Mediplex of Beverly nursing home.

Concerns about that location have been raised already by Ward 4 Councilor George Marc-Aurele, who

TIMES 12.12.84
DOCTOR INDUCTED: Dr. George P. Kacoyanis was recently inducted as a Fellow of the American College of Surgeons. The convocation ceremony was held at the annual meeting of the American College of Surgeons in San Francisco.

Dr. Kacoyanis, a graduate of Cornell University Medical College, completed his surgical residency and a vascular surgery fellowship at the Brigham and Women's Hospital in Boston. Dr. Kacoyanis, a member of the Beverly Surgical Associates, practices general and vascular surgery at the Beverly Hospital. He is a member of Bay State Health Care and is also affiliated with the Harvard Community Health Plan in Peabody.



Dr. George Kacoyanis

Close look

TIMES 12.12.84

Even though the state won't require a report on the impact Beverly Hospital's proposed nursing home will have on West Peabody, it should certainly keep a close eye on the facility's progress.

Residents living near the former Kulak Farm on Lowell Street are worried that a 142-bed nursing home will ruin the residential character of their neighborhood. In an area that's had a farm as its neighbor for many years you can't blame them for their concern.

The Massachusetts Environmental Protection Agency says it won't require an environmental impact report on the traffic, noise and construction. But the agency is willing to look at certain aspects of the project and make recommendations.

There is a need for more nursing home beds in the area, but all the regulatory agencies involved have to measure that need against the public's growing interest in housing.

Birth center conflicts cited for resignation

12.13.84

By MIRIAM ZOLL
Times staff

BEVERLY — When the first baby was born at the North Shore Birth Center four years ago, Fran Ventre's long-time goal of combining midwives and alternative birth options with a larger medical institution also came to life.

But last month the vision shattered when Ms. Ventre resigned as director of the birth center, charging it became impossible to fulfill her goal because the hospital imposed too many standards on the facility and because of intense personal conflicts between some obstetricians and the nurse-midwives.

The tensions between the birth center staff and certain hospital-accredited obstetricians and administrators were long-standing, going back to at least six months ago, according to sources.

"The only thing you can quote from me is that Ventre is extremely adequate clinically," said Dr. Henry Ramini, chief obstetrician at Beverly Hospital.

Ramini said there were "problems" between midwives and obstetricians, but he refused to

discuss them. He referred further questions to Jack Good, the hospital's vice president for community relations and development.

Good did not comment on the personal conflicts between midwives and doctors either but described Ms. Ventre as a "disgruntled employee."

He said the birth center's philosophy of patient care, which is a holistic approach to natural childbirth, will continue. The two staff midwives who have worked at the birth center for the last four years will administer the center until a director and an additional midwife are added to the birth center staff.

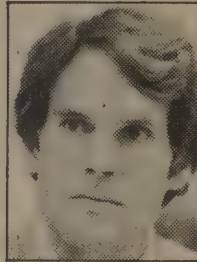
The number of babies born at the birth center has increased from 125 a year to its current rate of 225. As the birth center grew, Ms. Ventre said she asked the hospital for more administrative assistance but was told she was expected to fulfill both managerial and midwifery responsibilities.

She said she is surprised the hospital administration is currently seeking two midwives to replace her because she asked for help so often and was denied. Ms.

Birth center, page A16

Take care of joint injuries immediately

12.13.84



STAYING HEALTHY

By John Zimmer

Acute injuries to joints are all too common to athletes and have the potential for long term problems of instability and loss of function.

Unfortunately, serious injuries to joints are often misdiagnosed or undiagnosed when initially evaluated. The end result could be an ankle or knee that is no longer stable for athletics or for even normal day-to-day activity.

An athlete with an injured joint often reports to the emergency room where X-rays are taken. However, an X-ray can demonstrate only the bony structure, soft

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Hospital incinerator rejected by board

By NANCY KELLY

Times staff

12.19.84

BEVERLY — A petition by the Beverly Hospital Corporation to build a pathological waste incinerator adjacent to its power plant was rejected by the Zoning Board of Appeals last night.

But, at least one board member guessed hospital officials would probably appeal that decision in court.

Close to 35 neighbors of the hospital turned out to hear the proposal, which was unanimously defeated by the board in a 5-0 vote.

Concerns expressed by the residents ranged from noise and pollutants the incinerator would produce to worries about what the hospital would actually be burning.

But there were many who questioned the safety of the plant in the neighborhood.

At least 30 residents retained Salem attorney Thomas J. Alexander to fight the variance. Seventy-four neighbors signed a petition stating they did not want the incinerator and the board received a letter from members of the Board of Aldermen urging they take no further action on the request.

Harry G. Mandragouras of 16 Heather Lane said he was concerned about what would be emitted from the incinerator if it were put on line.

"This is a residential neighborhood. We have children and elderly, a nearby high school and an elderly housing project here," he told the board. He said he wasn't convinced that ash produced from the diseased body parts couldn't get out and have an affect on the neighborhood.

The Board of Appeal bases its variance decisions, according to its ordinance, on demonstrated hardship and the ability of the proposed structure to harmonize with the existing uses in the area.

Attorney Alexander said, "It would be hard to find a less appropriate location... property values would be affected."

"I don't see the hardship," said Zoning Board of Appeal member Ronald Money, "It's a profit-loss situation."

Of the existing power plant, Money said, "It shouldn't have been (there) in the first place and to add to it would be ridiculous."

After the vote, DeSilva said he was not sure whether the hospital would appeal. They have the right to take the denial to the State Board of Appeal in Boston.

Alexander said he was rather surprised the neighbors had won. "The hospital is a pretty formidable organization," which Alexander said he believed would wield more power with the board.

a petition against any plans to construct a pathological incinerator on hospital property.

Alexander reminded the board the hospital was located in the midst of a residential area that included a high school, an elderly housing project and a nursing home. He pointed out, for a variance to be granted, the petitioner must prove that not building the facility would result in "hardship"; that it not be injurious to the neighborhood; and that property values would not be affected.

"This is hazardous waste in a residential neighborhood and I don't use that term lightly," said Alexander, stating one definition of hazardous waste as "infected tissue."

"This is not much of a hardship," he continued, adding Salem Hospital sends its pathological waste to Lynn Hospital. "And it's clearly not an appropriate use for this neighborhood."

Harry Mandragouras of 16 Heather St. said the incinerator should be rejected out of principle.

"We don't know what they'll be burning," he said. "And it's not just going to blow down Heather Street. This will be detrimental to the whole city."

Aldermen Russell Rollins and Ray Battistelli also spoke out against the proposal, with Rollins saying it was an unreasonable use of the land and "a detriment to the public health."

Although the hospital's chief engineer and a representative from the firm that manufactures the incinerator answered more detailed questions from the board, the majority opinion expressed last night prevailed.

"I'm leery when the experts say we don't have to worry about noise and we don't have to worry about smoke," said board member Ronald Money. "I've seen the noise and I've seen smoke."

The board unanimously voted to defeat the proposal.

"They'll probably sue us," said board member Richard Dinkin after the vote was taken. "He (DeSilva) seemed to make a reference to his right to appeal. But, I think within the context of our zoning ordinance our decision was dictated. They're clearly still going to be able to do business as a hospital."

DeSilva would only comment that further action would be decided after the vote was discussed with hospital officials.

Signed by Aldermen David Vagos, Russell Rollins, Willard Gelwick and Jeffrey Conley, the order asks the Board of Appeals to request opinions from City Solicitor Albert Ricci and the Board of Health about the safety of the proposal.

The board's request is non-binding since

THE SALEM, MASS., EVENING NEWS

12.19.84

Neighbors defeat hospital proposal

By PAULA TRACY
News Staff

BEVERLY — More than 35 Herrick Street neighbors were successful in their fight to block a proposed pathological waste incinerator at Beverly Hospital, Tuesday night.

The Zoning Board of Appeal unanimously rejected the hospital's request.

Pathological waste includes surgically removed and discarded body tissues which are either diseased or no longer wanted.

There is presently a power plant at the hospital but no waste is burned.

Before May, Beverly Hospital was shipping the waste to Hunt Hospital for burning at its facility at the cost of about 5 cents per pound, Joseph J. DeSilva, executive vice president of the hospital, said.

But due to a capacity problem, Hunt can no longer be used and the pathological waste is shipped out and burned at the cost of \$44 per pound at SCA Medical in Methuen, DeSilva said. The cost adds up to about \$112,000 a year, he figured, noting that at some point that cost will be passed on to consumers. An incinerator of its own would cost the hospital a comparative \$62,000 to build, he said.

The proposed location for this incineration plant was at the end of Heather Street next to the hospital's power plant. The controlled-air, dual burner would use the existing stack to emit the fumes, according to the plans. A variance is needed to add on to the existing power plant.

Waste emitted in the air would be carbon dioxide, nitrogen oxide and water, DeSilva said. The ash created from the burning process is sterile and could perhaps be used to pave roads, DeSilva added.

Officials promise fight over maternity merger

By JOANNE MENESALE
News Staff

DANVERS — If Beverly Hospital is putting on pressure to close Hunt Memorial Hospital's maternity unit, Selectman Peter Zuk said he would support legal action charging the institution with anti-competitive actions.

Selectmen Tuesday night came out strongly in support of the town-owned Hunt Hospital keeping its own maternity unit and wondered whether rival Beverly Hospital was working to shut the competing Hunt unit down.

That charge was made as selectmen met with Town Manager Wayne P. Marquis and members of the Hunt Hospital Board of Trustees to discuss a recommendation to close obstetric and pediatric units.

The North Shore Health Planning Council has recommended those units at Hunt and Beverly be consolidated into one unit, located at Beverly, within the next two to three years.

Selectman John Webb said Beverly Hospital is "pulling out all the stops in terms of an ad campaign" to close down the maternity unit at Hunt.

He said he was struck by a large advertisement he saw the other day on the back of an MBTA bus, promoting Beverly Hospital's birthing center. "That just slapped me right in the face," Webb said. "I hope people in town get upset about the hospital maternity unit as they have about some other issues of less impact."

Selectman Peter Zuk also wondered if Beverly Hospital was exerting pressure to close Hunt's maternity ward. If that is the case, he suggested legal action be taken for anti-

competitive actions.

"The Hunt is not going to be regionalized out of business," Zuk said, adding that some of his law firm's hospital clients say closing their maternity units was the biggest mistake they ever made.

"I think there's some anti-competitiveness in the air," he said.

This is not the first time the Health Planning Council has recommended the maternity unit at one of the hospitals be closed.

Selectmen unanimously voted to send a letter to the Planning Council stating their opposition to the recommendation and asking for justification for closing Hunt's maternity unit. Copies of the letter will be sent to state Senator Frederick E. Berry and Danvers' two state representatives.

Selectman John George said Hunt's unit is not an underutilized facility and said the birth rate in town could go up with the building of some 250 new condominiums and construction of single family homes on the other side of Route 1.

"I wish they would stop it," George said, about the Planning Council's continuing effort to close Hunt's maternity unit. "I think they should start thinking before they start writing and talking."

In a letter to selectmen, Marquis said he and the trustees are vehemently opposed to closing Hunt's maternity unit. It will be "detrimental in terms of the overall services and financial stability" of Hunt, he said.

Marquis said that 82 births are planned at Hunt in December, a record for a single month. Some 700 births are predicted for this fiscal year, an increase over re-

cent years.

"I think many women want their children born in Danvers," said Philip Jefferson, chairman of the Hunt trustees.

The council has proposed eight maternity beds be added in Beverly, bringing the total to 22.

But Jefferson said in one recent day, 12 babies were born at Hunt and 15 at Beverly.

"There's 22 Beverly can handle, I'm concerned what you do with the other five," he said.

"I'm not sure God and motherhood conforms to the statistics," he said.

Maternity merger plan disputed

Angry Danvers officials claim Beverly Hospital is behind plan

By RICK HOMANS

Times staff

12.17.84

DANVERS — The Danvers selectmen have declared war on Beverly Hospital.

"There's anti-competition in the air," Selectman Peter Zuk said last night. "We will not be regionalized out of business."

Zuk and other selectmen were reacting to a report from a committee of the North Shore Health Planning Council that recommended merging the maternity ward at Hunt Memorial Hospital, owned and operated by the town of Danvers, with Beverly Hospital.

Such a merge would mean Hunt maternity patients would have their babies at Beverly Hospital.

Zuk charged Beverly Hospital may be "exerting undue influence" on the planning council and threatened to file an anti-trust suit.

"I do know they have a member on the council," he said. "If it comes out they have undue influence then we'll file a lawsuit alleging anti-competitive actions requiring they be enjoined under federal anti-trust laws."

But an official from Beverly Hospital said last night, "We didn't have anything to do with that report."

The health council's Plan Development Committee said the plan would better serve regional needs, but officials from Hunt and the Danvers selectmen say a merger would pinch their revenues.

Selectman John Webb said losing the maternity ward might cause town revenues to slack off and reduce the town's credit strength.

"The hospital is an integral part of this town's strong bond rating," he said.

Jack Good, vice president of community relations and development for Beverly Hospital, said, "The study was formulated by (the planning council), and the results were handed out without any prior knowledge" of local hospitals.

The health council monitors expansions and equipment acquisitions by health care facilities to prevent duplication and thereby hold down costs.

Maternity, page A11

• Maternity report disputed

Continued from page 1

The recommendation came just when the Danvers hospital was planning to renovate its 19-year-old maternity unit.

Maternity stays at the hospital have increased from 455 in 1979 to 689 in 1984, according to Town Manager Wayne Marquis.

"If we were to give up the maternity and pediatrics unit, that would send a message to the community that Hunt does not have a commitment to full family care," said Marquis.

Selectman John George said, "The hospital is not underutilized. Obviously the health council hasn't read local newspaper articles showing we are about to inherit 250 condos and single-family residences on the other side of Route 1.

"I don't believe Beverly is growing at the same rate as Danvers," he said.

George said the selectmen "don't need that kind of distraction tossed at us. I wish they would stop it. I wish they would start thinking before they start writing their reports."

Webb said he was driving his car in Charlestown

last weekend and spotted an MBTA bus with an advertisement for the birth center at Beverly Hospital.

He said the extensive public relations effort meant, "They will fight to the end to close the maternity ward at Hunt Memorial Hospital."

Phil Jefferson, the chairman of the hospital's trustees, said Beverly can handle 22 births in one day, but one day this month Hunt had 12 births and Beverly 15, a total of 27 births.

"I wonder about the other five" that Beverly couldn't handle on its own if Hunt had no maternity ward, he said.

"We think the North Shore will continue to grow," Jefferson said. "I can't see any slowing for the need of a maternity section at Hunt."

Zuk said many mothers choose a hospital for family care based on their experience in the maternity ward.

"The maternity ward may be the best experience that person will have," he said. "And it's the basis for the decision by women for the future health care of the family."

"The maternity ward is good for business," he said.

While you are partying, they will be working

By BETTY MUNRO
News Staff

12.24.84

They'll be working Christmas. Although many others may be traveling over the river and through the woods to distant points and family gatherings, for some area residents it will be business as usual.

Attempting to come up with all the answers Tuesday will be Claudia Morris of Peabody, a directory assistance operator of New England Telephone at its St. Peter Street complex in Salem. "There is usually a large volume of this type of call," said a supervisor. There are those who succumb to the Christmas spirit and "decide to contact relatives they may not have encountered for 20 years."

Salem police officer Laurence F. "Larry" Gray III will be manning the desk at police headquarters, his first Christmas day duty. "Things are pretty slow during the morning and afternoons, until traffic picks up when people begin heading home from visits with relatives," he said. Between the phone calls of official police business, he adds, several people listening to police scanners "take time to call us up to wish us a Merry Christmas."

Danvers Fire Department Captain Arnold L. Cyr will be in charge of a detail of nine other firefighters on duty at Central Fire Headquarters. "It was harder when my kids were little," said the father of five



Captain Arnold L. Cyr (left) will in command of the Christmas detail at Central Fire Headquarters in Danvers, while Claudia Morris of Peabody (right) will be providing directory assistance for the telephone company tomorrow. *The Salem News/Dave Matt*

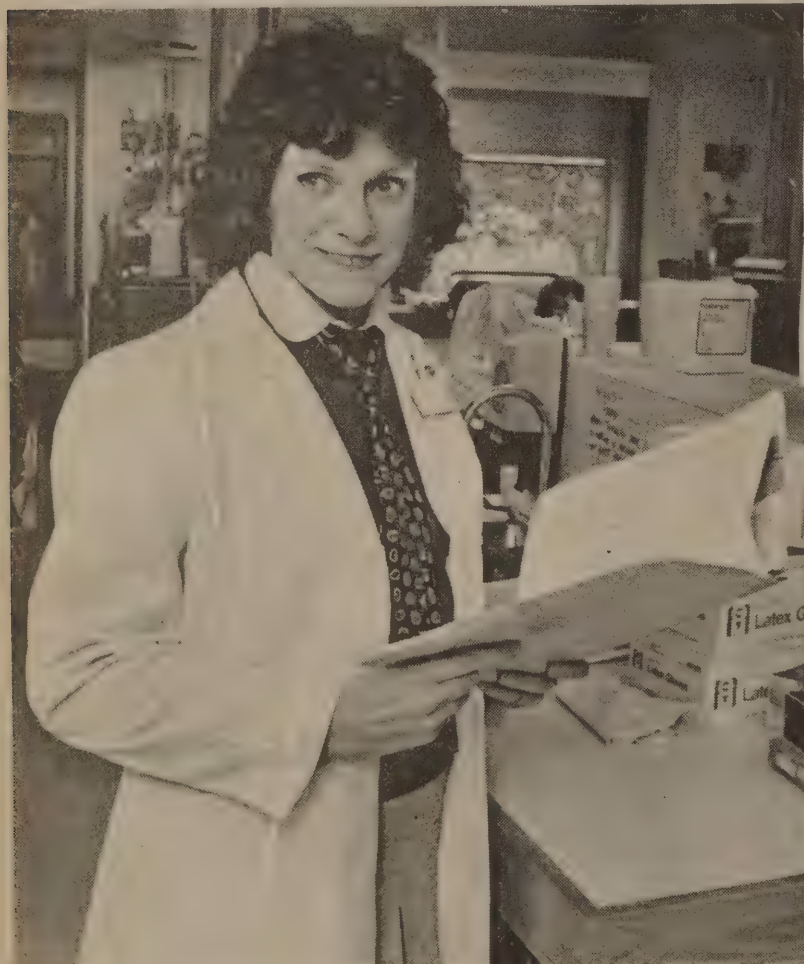
grown children, who will be working a 10-hour shift with his crew. "You shouldn't forget the wives and mothers who are cooking during the day. They are working," Cyr said.

This year is Beverly resident

Virginia "Ginga" Bresnahan's turn to assume her duties as a nursing supervisor at Beverly Hospital on the holiday. "I work every third Christmas," said the

WORK

(Continued on page 16)



Virginia Bresnahan of Beverly (left) will be working on the holiday as nursing supervisor at Beverly Hospital. Volunteer

WORK

(Continued from page 1)

registered nurse, who is also studying for her master's at Boston College. "I'll be available to provide support anywhere in the hospital, whether it's responding to an emergency, a code, the medical-surgical floor, the intensive care unit or wherever I'm needed. Should patients or their visitors experience pro-

blems, I'll be there."

Portraying a true holiday spirit, volunteer Anne Chilnik of Swampscott will be on hand in the gift shop of Salem Hospital, where visitors may want to purchase a gift for a patient. Chilnik is Jewish, and will be donating her time to allow others to observe the Christian holiday.



Anne Chilnik of Swampscott (right) will be at her post in the gift shop at Salem Hospital Christmas day. *The Salem News/Dave Matt*

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TREE OF LIFE: Thursday, Dec. 13, Hospice of the North Shore, Inc., dedicated its Tree of Life which stands outside the visitor's entrance to Beverly Hospital in a ceremony attended by Hospice members, direct service volunteers, staff, hospital staff and employees.

The Rev. Valjeanne Paxton, Hospice board member and Endicott College chaplin, dedicated the tree in memory of those loved ones who have died and in honor of special people.

The tree replica, designed by volunteer Kirsten Murch, stands in the Beverly Hospital lobby. Each star on the tree is inscribed with the name in whose honor a donation was made. Donations may be forwarded to Hospice of the North Shore Inc., 283 Cabot St.

Hospice of the North Shore, Inc., is a non-profit, community-based organization which covers Beverly, Danvers, Essex, Gloucester, Hamilton, Ipswich, Manchester, Marblehead, Middleton, Peabody, Rockport, Salem, Topsfield, and Wenham. Direct service volunteers are especially selected and trained to offer support, information and auxiliary services to the terminally ill and those with life-threatening illnesses and their families.

The Hospice Tree of Life will be an annual event with a permanent tree planted in the spring.



The North Beverly McDonalds recently donated a set of toy blocks to Beverly Hospital to be used by children patients. Neil Parrisi, left, the assistant manager of McDonalds of North Beverly, donates a model of Ronald McDonald made of blocks to Sherry Cerino, right, the clinical coordinator of pediatrics at the hospital.

Selen New
12/26/84

Local nurse-practitioners resent physician bid to limit their jobs

HS WEEKLIES
THE REGION
12.26.84

By JILL BILZI

Nurse-practitioners often go where doctors don't care to tread, working in state mental wards and at nursing homes to provide personal care. These mid-level health care workers, with more training than a nurse but still below physicians in the medical chain of command, generally spend more office time with their patients than most doctors. And they don't command the high salaries some physicians are paid.

One might think that these are good reasons for doctors to welcome nurse-practitioners as they seek ways to cover the cracks in the medical care system.

Yet the Massachusetts Board of Registration in Medicine, made up of five physicians and two consumer representatives, is doing its best to put new, tough limits on what nurse-practitioners can do without consulting a doctor first. The board has proposed a new set

of regulations which, according to North Shore nurse-practitioners, could put a wide range of so-called "mid-level" health professionals out of business.

"If indeed these regulations are voted in, it will be virtually impossible for us to practice," says Linda Jordan, a nurse-practitioner in Hamilton, who specializes in pediatrics. "(These regulations) are a very serious threat to the type of medicine we practice."

But Jordan, who has been practicing in Massachusetts for nine years, says she is not surprised by the latest attempt to curb the powers of nurse-practitioners and physicians' assistants. In fact, she says tension has been brewing for a long time between doctors and mid-level health professionals.

"I've seen this coming," she says. "I think it was only a matter of time."

A nurse-practitioner is a registered nurse who has gone on for a minimum of one year of study in a program designed to train mid-level health professionals. They must take and pass a national certification exam. Finally, they must get authorization to practice from the Board of Registration in Nursing, which licenses nurse-practitioners in the state of Massachusetts.

Physicians' assistants are licensed under the Board of Registration in Medicine, and are required to have more training and education than nurse-practitioners.

There are nearly 2,000 nurse-practitioners, nurse-midwives, nurse-anesthetists and psychiatric nurse-practitioners in Massachusetts and approximately 400 physicians' assistants. These mid-level health professionals — according to a new rule slated to take effect in 90 days — may pre-

Continued on Page 5b

There are many factors keeping nurse-practitioners subservient to physicians. They have limited legal right to prescribe medicines. They generally don't work in prestigious, high-paying sectors of the medical profession. And the law requires that they must work under the supervision of a doctor.

But local nurse-practitioners say that many physicians still see them as a form of competition.

They say doctors in private practice, already threatened by the explosion in alternative preventive medical care, like health maintenance organizations (HMO's), are worried about predictions which show a tremendous

may be incorporated into a new set of regulations proposed by the state Board of Registration in Medicine.

surplus of physicians by the next century.

"By the year 2000, in pediatrics alone, there are expected to be 9,000 more physicians than can be placed in jobs in this country," Jordan says. "Some administrators and doctors may see nurse-practitioners as a threat to the new physicians."

Whether or not the regulations were set up to ease the predicted physician glut is speculative. But what is agreed upon is that the board's proposals would severely limit what nurse-

Breen of Methuen by more than 4,100

registration in medicine under scores for many nurse-practitioners what they call a commonly-held disregard for their skills. Mid-level professionals — whose working relationship to physicians is similar to the one between paralegals and lawyers — say they are upset at being treated like second-rate professionals simply because they do not have an M.D. at the end of their name. Many of them say they became nurse-practitioners to gain greater responsibility and more autonomy than traditional nursing jobs afford.

"Doctors tend to have a condescending attitude toward nurse-midwives," Black says. "As professionals, doctors do not like to be challenged."

to pay off."

News 12.27.84

Hospital was busy during Christmas

BEVERLY — Perhaps one of the worst ways to spend Christmas is in the hospital, sick.

Often doctors allow patients to be discharged from the hospital for Christmas and then return, for further treatment. But there were less discharges this year than in previous years, according to Grayce M. Kushmerek coordinator of community relations at Beverly Hospital.

Kushmerek said the hospital's census for Christmas day revealed there were 161 patients in the building.

"Normally (in previous years) there are between 120 and 130 patients," she said.

But, as always, Santa Claus

stopped at the hospital Christmas day, Tuesday, and distributed presents to the patients.

"He never forgets us," Kushmerek said, "Santa always comes."

Kushmerek said there were probably some patients who were discharged for the holiday weekend, beginning Saturday morning, and some patients were allowed to go home for the day, Christmas day, and come back in the evening, for a few more days of rest and treatment, Kushmerek said.

Two babies were born on Christmas day, she said, a boy and a girl.



All newborns are special, but they're . . .

Christmas babies

Above, Jennifer Helmick of Peabody holds her daughter Adrienne Melinda, who was born at 5:22 a.m. Dec. 25. At right, Mark Joseph Hayden delights his parents Diane and Greg of Boxford. Mark was born at 10:22 p.m. Dec. 25.

The Salem News/Kirk Williamson



Physician joins staff of Beverly Hospital

BEV. TIMES
12.28.84

BEVERLY — Officials at Beverly Hospital have announced the affiliation of Dr. Richard I. Einhorn, M.D., in the practice of internal medicine and gastroenterology.

Dr. Einhorn has joined The Medical Group, Inc., and has been granted privileges as an associate member of the hospital's medical staff.

A native of Montreal, Dr. Einhorn graduated with highest honors from Yale University, where he majored in music. An accomplished pianist, he attended Yale's Graduate School of Music, before deciding to enter the field of medicine.

He entered Tufts Medical School in 1975, and received his medical degree in 1979. He completed his internship and residency in internal medicine at St. Elizabeth's Hospital in Brighton.

Dr. Einhorn continued postgraduate training in gastroenterology as a teaching fellow at Tufts Medical School, and was a clinical fellow, rotating through the Tufts-affiliated program at St. Elizabeth's, Faulkner and Shattuck hospitals.

The Montreal native is board-certified in internal medicine, and is a member of the American Gastroenterologic Association, Massachusetts Medical Society and American College of Physicians.

Dr. Einhorn is married to Julie Nagazina, a fellow graduate of Yale University, who recently received her master's degree in landscape architecture from Harvard Graduate School of Design.

The Einhorns live in Wenham, with their 11-month-old son, Alexander.

Visits cheered patients

TIMES 12.28.84

The Beverly Hospital wishes to express our gratitude to the many individuals and organizations who have visited patients and staff during the holiday season. We have all enjoyed the carolers from the Unitarian Church of Danvers, Beverly High School A Capella Choir, Christ Church of Hamilton, Dane Street Church of Beverly and our own hospital employees choir.

Appreciation is also extended to Lester Stache of Beverly, Ray Sanford of Ipswich and Phil Milner of Revere for their special visits.

The efforts of these thoughtful community people has brought particular pleasure to those who had to remain hospitalized for the holidays. The entire Beverly Hospital family extends sincere thanks and our wishes for a healthy New Year.

Robert R. Fanning, Jr.
President

Gratitude

To the Editor:

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ROBERT R. FANNING JR.
President, Beverly Hospital

SALEM NEWS
1.31.84

Hard sell health care

12.28.84
p. 1

By PAULA TRACY
News Staff

On the mud-splattered backs of 32 MBTA buses there are mini-billboards encouraging people to deliver their babies at Beverly Hospital.

A full page advertisement proclaims "All Boo Boos Are Not Created Equal," and gives the run-down on where to take a child for treatment, depending on the malady. Invariably it recommends the ad's sponsor, Health First Walk-In Medical Care in Salem.

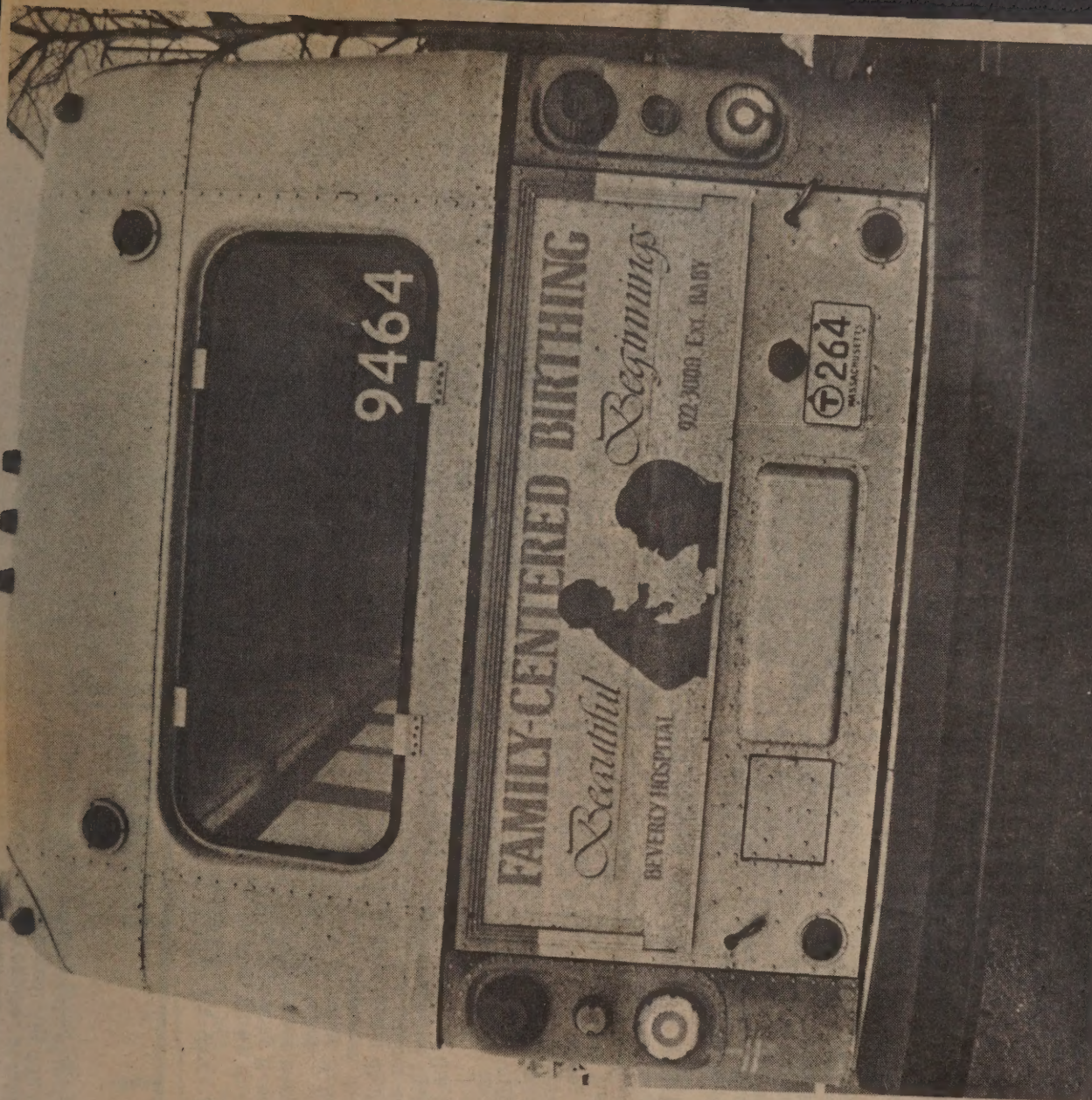
These are signs of the times in the health care industry.

Within the past year health institutions on the North Shore began to spend big money with advertising agencies promoting their services.

"They're fighting for the same patient," Albert W. Smith, associate director of the North Shore Health Planning Council said Thursday of the competition amongst health care institutions. The result has been some expensive marketing campaigns.

There are 14 hospitals in the HOSPITAL

(Continued on page 8)



Advertisements like this one on the back of an MBTA bus are popping up frequently as area hospitals compete for patient business. Some hospitals have earmarked as much as \$300,000 for an advertising budget.

The Salem News/Dave Matt

